



Morehead City Marlins Baseball Club- Summer Internship Information

2021 SEASON (Summer)

College Summer Baseball

Overview

The Marlins are currently seeking enthusiastic internship candidates for the 2021 season. The Morehead City Marlins are a member of the Coastal Plain League, a summer college wood-bat baseball league with teams in North Carolina, South Carolina, Georgia and Virginia. In 2021, the team will play a 50 game schedule from late May through early August (excluding playoffs), with at least 26 home games (excluding exhibitions) at Big Rock Stadium. The Marlins employ a small full-time staff led by the General Manager. Interns will thus perform integral duties over the course of the season, assisting in all areas of operation.

The Marlins are looking for current undergraduates or graduate students in sport management, or related fields, that are serious about a career in professional or amateur team sports. If you are a successful candidate, you will get the opportunity to gain practical experience in multiple areas of team operations, including sales, marketing, promotions, stadium operations, ticketing, merchandising, media and public relations, and management. You will be working with Buddy Bengel, the owner of the Marlins, a veteran of the Coastal Plain League, and an important member of the Morehead City community. What does this mean to a potential intern? It means that Marlins management understands what skills and experience are needed to succeed in this business. You will be challenged with a variety of responsibilities designed not only to ensure the success of the Marlins in 2021, but also to impress hiring officials with teams, leagues, and organizations in the future. It also assures you, upon successful completion of your internship, with experienced mentors who can assist you with the advancement of your career.

This will not be your typical internship. The Marlins organization is committed to making our interns an integral and equal part of our operation. Considering our small staff, you will be relied upon to provide insight and to make decisions regarding all aspects of the operation. Your opinion will be solicited and your ideas will be welcomed. You will oversee a special area of responsibility that will permit you some autonomy in its operation, with guidance and support from the General Manager and will assist in group-oriented projects with your fellow interns. As an intern with the Marlins, you will have to work hard for a significant number of hours during the summer and will be paid on an incentive-based pay scale. Due to the importance of your role to the team, you will be expected to commit full-time throughout the 2021 season. Realistically, this type of internship is not for everyone, only those select individuals who are committed to career success in sport marketing or related fields. Please note, however, that you will not be asked to do anything that is not similarly expected of all members of the management team.

During the time you are an intern with the Morehead City Marlins, you will experience first-hand all aspects of the operation of a baseball team. The practices of our organization closely resemble those of all minor league teams, and, on a smaller scale, most major league and intercollegiate sports organizations. The skills you will acquire will be easily transferable to any sports field in which you desire to work. At the end of your experience, you may feel that you worked harder in those few months than at any other time in your life. However, you will be rewarded with significant practical experience, the positive sensation of a successfully completed season and new friendships among your fellow staff members, ballpark employees, and fans that will stay with you and be very beneficial to your future success.



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Job Duties

General Responsibilities

All Interns will assist in the following areas:

- **Promotional Nights.** You will assist with creation and implementation of promotional events at selected home games (Remember: all ideas are welcome)
- **Game Operations.** You will assist in set up and operation for Big Rock Stadium for each game night.
- **Community Marketing.** You will assist in grassroots marketing of the Marlins throughout the community, including: delivering pocket schedules and ticket information to area businesses, assisting with displays and information distribution at area events, supporting speaking engagements, and yes, even sometimes performing as the team's mascot.
- **Administration Assistance.** Yes, you will have to answer the phones, make copies, stuff programs with inserts, send out mailers, etc. However, with a small front office, we all have to do it, too.
- **Other Operations.** We have a philosophy that no one, from the General Manager down to the batboys, is ever allowed to say, "That's not my job." There will be a variety of projects and tasks that will surface and we will all have to pitch in and get them done. These may often be jobs that a college-educated person would not expect to perform on a daily basis, but are necessary to our operation.
- **Group Ticket Sales.** The Marlins offer various group packages including discounted tickets, pregame picnics, birthday parties, and field-of-dreams little league promotions etc and you will assist with the operation of this program. This sales experience will provide you with an important advantage over other full-time job seekers in the future.

Individual Areas of Responsibilities:

The following are the specific job duties and positions that are available as internships for the 2021 season:

Operations

The Operations Manager will assist in many aspects of stadium operations during the 2021 season. Some duties include; assisting with set up and operation of food service and catering, scheduling and supervising stadium employees, assisting with many team issues (including host families, travel, field maintenance, uniforms, etc.), assisting with game operations (including set up for sponsor displays).

This internship is a great opportunity to get a real understanding of how a sports facility operates. While Big Rock Stadium is a much smaller venue than a major league park, major collegiate, or even a motorsports facility, its operation is very similar to these venues.

Promotions/Marketing

Promotions/Marketing Manager will be focused on in-game promotions and on-field entertainment while assisting in projects that enhance the marketing of the Marlins. The Promotions/Marketing Manager will supervise all on-field contests and on-field entertainment, will assist with management of in-game atmosphere, including PA announcements, music, sound effects, etc., will oversee all player and mascot appearances, coordinate camps and similar projects and will supervise any community relations projects. Additionally, this individual will assist with advertisement placement for the team and assist with the coordination of marketing projects.

Promotions, marketing and community relations are becoming very important to sports organizations as a way to create a positive market image and create a more entertaining environment to attract fans. Because of that need, this would be a perfect internship for someone looking for a well-rounded experience in these areas.



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Merchandising/Promotions

Merchandising/Promotions Manager will oversee the Marlins merchandising operations at the ballpark, including all mail, phone and Internet orders. This individual will be responsible for inventory, staffing, and all sales of Marlins merchandise, including; caps, T-shirts, novelties, programs, etc. Additionally, this position will meet regularly with the General Manager to discuss sales trends, inventory, promotional ideas and other aspects of merchandising. In the area of promotions, this position will oversee all sponsored promotional events, primarily any premium giveaways. Additionally, this individual will supervise the guest services booth and its staff. This position will also work closely with the promotions/marketing manager on community appearances, in-game promotions, and other similar areas.

Other Information

Spring Interns: (Part Virtual/Part In person) January 3rd – May 15th

Summer Interns: In person May 1st – August 15th (dates may vary)

Compensation: TBD

Housing: The Marlins organization cannot guarantee housing to interns. We will do our best to help with host families based on the amount of families after our players and coaches are taken care of.

(Internships are available for credit based on collegiate institution.)

How to Apply

If you are serious about a career in the sports industry and are willing to make the commitment it takes to be successful, then send a letter of interest, resume, and two references (with at least one professional reference) to:

Morehead City Marlins Baseball

Attn: Buddy Bengel

buddy@mhcmarlins.com



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