



Why Sports?

"I have been involved in sports my entire life ...I enjoy watching athletes develop and perform at a high level and I would like to continue to do that from a different perspective in sports after having the experience as an athlete myself."

GETTING THE POSITION:

She spoke to a current ODU sport marketing employee and discussed her experience as an athlete and how she could provide a different perspective to the field.

"Having the connections to all coaches as a former athlete proved a good foundation for working with different teams and my communication skills."

SKILLS FOR THE JOB:

Communication

Flexibility

Patience

Technical Skills with different Platforms (CANVA, SHOFLUO, INFLUENCER, WMT APP, TEAMS, GOOGLE SHEETS)

CHALLENGES/LESSONS LEARNED

- Being ready to take on other people's tasks and roles for their game days if they are unable to take part

- Communicating in timely manner so people can develop the content you need

Sian Emslie

Graduate Assistant – Sport Marketing

Day in the Life...

GAME DAY

- Arrive 2 hours before game time
- Put game day flags up
- Meet with interns an hour and a half before the game starts
- Prep the interns with their roles and responsibilities for the game
- Follow the script for the game on the video board and communication with PA announcer with times
- Finish the game and clean up and send all the interns home
- Communicate with coaches regarding post game activities if any

TYPICAL DAY (NON-GAME DAY)

- Work on upcoming game scripts
- Develop and create graphics for game day themes/promotions
- Meet with the marketing team to discuss any upcoming games/ideas
- Upload content to the videoboard
- Ensure the iPad is charged for game day
- Print promotional posters for games
- Send mass emails to interns and all athletic staff with details about game day

MAIN RESPONSIBILITIES

- Writing scripts & developing time sheets for game days
- Leading bi-weekly meeting with coaches and other athletic staff involved in game day
- Youth outreach
- Executing game days with music & videoboard assets
- Tabling events for ODU athletics
- Managing & scheduling interns for game days
- Carry out in game promotional elements & games
- Email performers/halftime groups/national anthem groups for game days

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