SUMMER 2027

MARKETING & COMMUNITY RELATIONS INTERN

SYNOPSIS OF JOB

An entry-level position providing hands-on experience in collegiate summer baseball. Join the Lakeshore Chinooks for the summer to gain a behind-the-scenes experience like no other. You'll learn the ins and outs of a sports organization within the Northwoods League while developing skills in marketing, fan engagement, and community outreach. As a Marketing & Community Relations / Street Team Intern, you will serve as one of the faces of the Chinooks in the community and at the ballpark. You'll play a key role in running our social media platforms, engaging with fans, and executing game-day promotions and entertainment. This internship provides a unique opportunity to build experience in sports marketing, communications, and community relations while helping create unforgettable experiences for our fans.

RESPONSIBILITIES

Pre-Game

- Prepare the stadium, including cleaning and maintaining stands
- Set up gameday promotions, entertainment elements, and Kids Zone activities
- Meet with marketing staff to review social media content checklist
- Restock and organize the team store; set up tables for community partners
- Support overall pre-game readiness and fan experience setup

In-Game

- Distribute promotional items and manage fan sign-ups for in-game promotions
- Check in with community partner tables and provide support as needed
- Capture and publish social media content in real time
- Execute pre-game and in-game promotions and entertainment activities
- Lead fan engagement efforts throughout the ballpark
- Ability to assist with on-field host responsibilities

Post-Game

- Complete assigned social media tasks and post-game content wrap-up
- Execute on-field post-game activities and fan experiences
- Assist with stadium shutdown, cleaning, and Kids Zone closure
- Conduct and share post-game interviews as assigned
- Maintain organization of storage areas, including first base and electrical rooms
- Assist with post-game laundry when scheduled

Community & Non-Gameday Events

- Represent the Chinooks at community appearances, festivals, and partner events
- Promote the Chinooks brand by engaging with fans and distributing promotional materials
- Capture photos and videos for use on social media and marketing platforms
- Build relationships with community members, sponsors, and fans to strengthen the Chinooks' presence outside the stadium

REQUIREMENTS

- Attend stadium set up & take down prior to and following the season
- Must be available for all Chinooks home games and select community events
- Strong interpersonal and communication skills, with an outgoing personality for fan and community engagement
- Proficiency in social media platforms with experience using CapCut and Canva for content creation
- Creative mindset with the ability to produce engaging digital and in-person fan experiences
- Detail-oriented with strong organizational skills and the ability to manage multiple projects at once
- Ability to work collaboratively in a fast-paced, team-oriented environment
- Enthusiasm for representing the Chinooks in the community and building relationships with fans and partners
- Must be a current student (undergraduate or graduate)
- Conformance to company personnel, safety, quality, and housekeeping policies, procedures, and practices
- Comfortable interacting with all levels within the organization as well as outside contacts

TO APPLY:

SEND RESUME AND COVER LETTER TO HARRISON CARTER AT HARRISONC@LAKESHORECHINOOKS.COM | PHONE: 262-618-4659