

Internship Job Descriptions (2026)

General Internship Information:

- Internship will run from mid-May to mid-August 2026
- Preference given to current college students pursuing internship for academic credit
- Attendance required at all 36 Big Sticks home games and special events, including team and community events, as needed
 - Interns are expected to work all playoff games if applicable
 - The internship does not end after the final home game – there is an end-of-season cleanup and transition process
- Required to maintain challenging schedule, up to 80+ hours per week at times during homestands
- All interns will be required to help in all areas of team operations as needed – including but not limited to taking out trash, cleaning, and wearing the mascot costume
 - Just because you have one job title does not mean that it is your only job!

The Badlands Big Sticks was established in 2018 and are a part of the Northwoods League. This internship will run from Mid-May through Mid-August. The Big Sticks will host 36 home games with an average of 700 fans per game. Attendance will be required at all home games and special events, including team and community events. The schedule will be challenging, working up to 80+ hours a week during homestands. Missing games and events are unacceptable and can result in disciplinary action or termination at the discretion of the Big Sticks staff. Please communicate any potential schedule conflicts or issues immediately with Kim or Brandon.

All interns will receive a stipend and have housing provided if applicable. Preference will be given to applicants that are receiving college credit. In addition to responsibilities, all interns will be required to help in all areas of team operations including but not limited to taking out trash, cleaning, and wearing the mascot costume at events. **Transportation is highly recommended** as each intern is responsible for getting themselves to and from the job site and community events.

The following job descriptions describe the main tasks of each position. This does not mean these are the only duties or tasks that will be asked of each intern.

TO APPLY: Please send a resume and cover letter through an email to brandon@badlandsbigsticks.com.

MERCHANDISING & MARKETING

Summary

The Badlands Big Sticks are seeking an organized, energetic, and creative person to manage team merchandise operations while also assisting with broader marketing efforts. This role is essential to creating a positive fan experience through a professional merchandise operation, while also supporting revenue growth and community engagement through promotions, social media, and in-game activations. While experience with POS systems (especially Shopify) is a plus, training will be provided. The ideal candidate is detail-oriented, fan-focused, and eager to bring fresh ideas that connect fans with the team on and off the field.

Responsibilities

- Track and manage merchandise inventory and supplies.
- Maintain a clean, organized, and visually appealing merchandise stand.
- Operate and oversee the point-of-sale (POS) system and other shop technologies.
- Fulfill online and in-person merchandise orders in a timely manner.
- Utilize Shopify to monitor sales trends and track volume.
- Run the merchandise stand during games, ensuring a positive and efficient fan experience.
- Develop and propose creative ideas for merchandise promotions, sales, and deals to increase revenue.
- Assist with marketing efforts, including social media content, promotional campaigns, and sponsorship activations.
- While the primary focus is the merchandise, helping organize and support in-game promotions and fan engagement activities may be asked as well.
- Contribute to community outreach initiatives and special events.
- Assist with ballpark setup and tear down as needed.

Qualifications

- Strong organizational skills with attention to detail.
- Customer service experience or comfort working in a fan-facing role.
- Familiarity with POS systems, Shopify, or similar retail/marketing tools is a plus.
- Creative thinker with interest in marketing, promotions, or sports business.

- Ability to multitask and work efficiently in a fast-paced environment.
- Energetic, adaptable, and team-oriented mindset.
- Comfortable working evenings, weekends, and holidays during the season.

Success in This Role Looks Like

- Running a merchandise operation that is smooth, efficient, and fan friendly.
- Developing creative promotions and marketing strategies that increase both sales and fan engagement.
- Contributing to the overall game-day atmosphere through energy, organization, and professionalism.
- Helping strengthen the Big Sticks' brand both in the ballpark and across the community.

