

Bellingham Bells™

2020 INTERNSHIP PROGRAM

The Bellingham Bells are pleased to offer a variety of internships to college enrolled students who are eligible to receive credit for their work with the Bells. The Bells internship program combines hands-on experience with a wide range of speakers and field immersion experiences to help students experience multiple aspects of sports business and learn more about what it takes to become a professional within the industry.

2020 internships available include:

Spring 2020

Marketing Internship
Public Relations Internship

Summer 2020

Communication/Beat Writer Internship
Marketing Video Production Internship
Video Broadcast Production Internship
Photo Internship
Social Media Internship
Marketing Internship
Public Relations Internship

What You Need to Know:

- These internship positions are for-credit, unpaid internships. The successful candidate **MUST** be enrolled in an academic internship program and receiving credit through an accredited college or university for internship hours.
- Internships range from 150-240 hours depending on your academic internship requirements. Interns must be available for all Bells' home games (schedule available at www.bellinghambells.com). Additionally, interns will be required to be in attendance for the following events: Bellingham Bells Media Day – Monday, June 1st – 3 PM to 5 PM | Everett AquaSox Field Trip – Monday, June 29th – 5 PM to 10 PM | Internship Seminars: Thursday, July 7th & Thursday, July 30th – Time TBA
- Applications will be reviewed as received. NO applications will be accepted after January 15, 2020.
- To apply, please follow the specific instructions listed in the internship description of the position you are applying for.

Questions?

Stephanie Morrell | General Manager
(360) 746 – 0409
stephanie@bellinhambells.com



Bellingham Bells Marketing Internship (SPRING 2020)

The Marketing Promotions Intern will work closely with the front office to strategize, prepare & execute marketing campaigns in advance of the 2020 season. Marketing interns will help to extend the Bellingham Bells brand throughout the Whatcom County community by way of community events and appearances, guerrilla marketing, strategic marketing campaigns and paid advertising.

Responsibilities may include, but will not be limited to:

- Representing the team at various community events (WWU sporting events, community fun runs, elementary school appearances, Ski to Sea Junior Parade, Back to Bellingham, etc.) Act as chaperone for team mascot and interact positively with fans while promoting the team and upcoming season.
- Working with local businesses on cross-branding marketing opportunities including pocket schedule placement, signage, cross-branded events, etc.
- Assist front office with digital marketing campaigns and content creation (hype videos, social media campaigns, blog articles, etc.).
- Coordinate game day promotional details with local sponsors, including the promotion & planning of theme nights, sponsor game nights and key events (jersey auction, fireworks shows, community wiffleball game).

Minimum Qualifications:

- Availability for at least 15 hours per week from April – June 2020
- Demonstrated experience with marketing campaigns and basic marketing terminology
- Excellent communication skills (both written and verbal)

Preferred Qualifications

- Knowledge of baseball rules and terminology

Compensation: This is a for-credit, unpaid internship. The successful candidate **MUST** be enrolled in an academic internship program and receiving credit through an accredited college or university for internship hours.

Hours: Approximately 15 hours per week, contingent on amount of hours needed to complete academic program requirements.

Start Date: April 1, 2020

Application Procedure: Send resume and cover letter to stephanie@bellinhambells.com. Please include at least one writing sample with your application. Applications will be reviewed as received. No applications will be accepted after **January 15, 2020**.



Bellingham Bells Public Relations Internship (SPRING 2020)

The Public Relations intern will work closely with the front office to strategize, prepare & execute public/community relations campaigns in advance of the 2020 season. PR interns will help to extend the Bellingham Bells brand throughout the Whatcom County community by way of strategic public relations campaigns, video features, press kits & releases and strategic research.

Responsibilities may include, but will not be limited to:

- Serve as key contact for media relations activities. Reach out to local media to coordinate media appearances, coordinate all media requests and outreach.
- Plan & execute 2020 Bellingham Bells Media Day
- Write and edit content for Bells website, game day program & other marketing pieces
- Work with front office to develop press kit to be shared with local media. Write & distribute press releases in advance of significant news developments, and coordinate interview requests/media information requests with local media.
- Develop PR campaign to help team extend brand into community in advance of 2020 opening day. Working with front office, take responsibility for the concepting, design, execution & tracking of campaign.
- Assist team in identifying areas that need additional research/data and helping to conduct research campaigns when appropriate.
- Other PR/marketing/media relations duties as assigned.

Minimum Qualifications:

- Demonstrated experience with public relations campaigns, AP style and basic marketing terminology
- Excellent communication skills (both written and verbal)

Preferred Qualifications

- Knowledge of baseball rules and terminology

Compensation: This is a for-credit, unpaid internship. The successful candidate **MUST** be enrolled in an academic internship program and receiving credit through an accredited college or university for internship hours.

Hours: 5:00 p.m.-10:00 p.m. for all 29 home games (145 hours) + additional hours to be scheduled as needed (dependent on the total number of internship hours required by academic program).

Additionally, interns will be required to be in attendance for the following events:

- Bellingham Bells Media Day – Monday, June 1st – 3 PM to 5 PM
- Everett AquaSox Field Trip – Monday, June 29th – 5 PM to 10 PM
- Internship Seminars: Thursday, July 7th & Thursday, July 30th

Start Date: June 1, 2020

Application Procedure: Send resume and cover letter to stephanie@bellinbells.com. Please include at least one writing sample with your application. Applications will be reviewed as received. No applications will be accepted after **January 15, 2020**



Bellingham Bells Communication/Beat Writer Internship

The Communication/Beat Writer intern will work closely with the Bells' front office & the Director of Broadcasting/Media Relations to produce relevant, engaging & quality content to help tell the Bellingham Bells story. This position will focus on news writing, video interviews & the compilation of engaging content to help fans get to know the 2020 Bellingham Bells.

Responsibilities may include, but will not be limited to:

- Support broadcast efforts during home games; occasionally provide color commentary as needed.
- Prepare nightly recap package for each home game. This will include the prompt production of a game recap article to be posted on the website, and the creation of a graphic to be posted on the website and all social media channels.
- Write weekly feature stories (500 words) for publishing in printed roster handout distributed to fans at Bells' home games. Augment stories with video pieces to be shared on Bells social media.
- Work closely with Director of Broadcasting to brainstorm and execute weekly feature stories highlighting human-interest stories within the Bellingham Bells network.
- Coordinate local media requests & reach out to local media outlets with engaging story ideas on behalf of the Bells.

Minimum Qualifications:

- Available for all Bellingham Bells home games during summer 2020 (full schedule available at www.bellinghambells.com).
- Strong writing skills and knowledge of AP Style.
- Demonstrated proficiency in the ability to produce a quality written piece involving multiple interview subjects in a timely manner.
- Experience shooting, editing & publishing short, simple video pieces.
- Excellent communication skills (both written and verbal).

Preferred Qualifications:

- Demonstrated proficiency with Adobe InDesign
- Knowledge of baseball rules and terminology

Compensation: This is a for-credit, unpaid internship. The successful candidate **MUST** be enrolled in an academic internship program and receiving credit through an accredited college or university for internship hours.

Hours: 5:00 p.m.-10:00 p.m. for all 29 home games (145 hours) + additional hours to be scheduled as needed (dependent on the total number of internship hours required by academic program).

Additionally, interns will be required to be in attendance for the following events:

- Bellingham Bells Media Day – Monday, June 1st – 3 PM to 5 PM
- Everett AquaSox Field Trip – Monday, June 29th – 5 PM to 10 PM
- Internship Seminars: Thursday, July 7th & Thursday, July 30th

Start Date: June 1, 2020

Application Procedure: Send resume and cover letter to stephanie@bellinghambells.com. Please include at least one writing sample with your application. Applications will be reviewed as received. No applications will be accepted after **January 15, 2020**.



Bellingham Bells Marketing Video Production Intern

The Marketing Video Production Intern will work closely with the Director of Broadcasting and Media Relations team to produce relevant, quality video content to help tell the Bellingham Bells story. This position will focus on the production of visual media to help augment overall media relations efforts.

Responsibilities may include, but will not be limited to:

- Management of the Bellingham Bells' YouTube channel, including the consistent production of new featured YouTube content.
- Capture, produce and publish featured content for all home games, including but not limited to pre-game and post-game interviews.
- Brainstorm and execute daily and weekly video projects, including but not limited to interviews, vignettes, "behind the scenes" features and highlight reels.
- Capture in-game content during all home games for use in various recap videos & end of season summary video.
- Create pre-season and regular season promotional videos.

Minimum Qualifications:

- Available for all Bellingham Bells home games during summer 2020 (full schedule available at www.bellinghambells.com)
- Knowledge of social media and web standards for video content
- Proficient in Final Cut Pro or Adobe Premiere
- Excellent communication skills and ability to work well with staff, coaches, and players

Compensation: This is a for-credit, unpaid internship. The successful candidate **MUST** be enrolled in an academic internship program and receiving credit through an accredited college or university for internship hours.

Hours: 5:00 p.m.-10:00 p.m. for all 29 home games (145 hours) + additional hours to be scheduled as needed (dependent on the total number of internship hours required by academic program).

Additionally, interns will be required to be in attendance for the following events:

- Bellingham Bells Media Day – Monday, June 1st – 3 PM to 5 PM
- Everett AquaSox Field Trip – Monday, June 29th – 5 PM to 10 PM
- Internship Seminars: Thursday, July 7th & Thursday, July 30th

Start Date: June 1, 2020

Application Procedure: Send resume and cover letter to stephanie@bellinghambells.com. Please include at least one sample of video work you've done with your application. Applications will be reviewed as received. No applications will be accepted after **January 15, 2020**.



Bellingham Bells Video Broadcast Production Intern

The Video Broadcast Production Intern will work closely with the Director of Broadcasting and Media Relations team to produce a nightly Facebook Live broadcast for every Bellingham Bells home game. Working with a camera crew, the video broadcast production intern will engineer the broadcast and take responsibility for creating score/advertiser graphics to enhance the broadcast.

Responsibilities may include, but will not be limited to:

- Coordination of the nightly live broadcast, including communication with the camera crew and attention to technical elements involved (radio stream, camera connections, etc.)
- Engineer broadcast, maintaining a high level of quality (sound, picture, graphics). Use WireCast software & Adobe Photoshop to create templates for broadcast design, including but not limited to score graphics, advertising graphics, etc.
- Cut nightly highlight packages for use on Bells' social media channels.

Minimum Qualifications:

- Available for all Bellingham Bells home games during summer 2020 (full schedule available at www.bellinghambells.com)
- Basic technical knowledge of how to set up & engineer a video broadcast
- Knowledge of social media and web standards for video content
- Proficient in Final Cut Pro or Adobe Premiere and Adobe Photoshop

Compensation: This is a for-credit, unpaid internship. The successful candidate **MUST** be enrolled in an academic internship program and receiving credit through an accredited college or university for internship hours.

Hours: 5:00 p.m.-10:00 p.m. for all 29 home games (145 hours) + additional hours to be scheduled as needed (dependent on the total number of internship hours required by academic program).

Additionally, interns will be required to be in attendance for the following events:

- Bellingham Bells Media Day – Monday, June 1st – 3 PM to 5 PM
- Everett AquaSox Field Trip – Monday, June 29th – 5 PM to 10 PM
- Internship Seminars: Thursday, July 7th & Thursday, July 30th

Start Date: June 1, 2020

Application Procedure: Send resume and cover letter to stephanie@bellinghambells.com. Please include at least one example of video work you've done with your application. Applications will be reviewed as received. No applications will be accepted after **January 15, 2020**.



Bellingham Bells Photo Intern

The Photo Intern will be responsible for the daily coverage of Bellingham Bells home games and will work closely with the Media Relations & Marketing departments to provide content for social media channels and website content. In this internship, the photo intern will help to provide a catalog of photos for use by the Bells' marketing & media teams, which will help support the team's overall media relations efforts.

Responsibilities may include, but will not be limited to:

- Cover all 32 home games during the 2020 season, capturing images of pre-game and post-game ceremonies, in-game action and highlights.
- Work closely with Bells' media relations team to provide 1-3 edited images nightly, to be used in game recaps and other media relations materials.
- Maintain an organized collection of edited photos cataloged by date, opponent & player number for easy access by media relations and marketing team.
- Capture team headshots & shoot annual team photo.

Minimum Qualifications:

- Available for all Bellingham Bells home games during summer 2020 (full schedule available at www.bellinghambells.com)
- Demonstrated experience with action photography
- Excellent verbal communication skills
- Proficiency with Adobe Photoshop

Preferred Qualifications:

- Prior experience with archiving and organizing a large number of photos in a digital collection

Compensation: This is a for-credit, unpaid internship. The successful candidate **MUST** be enrolled in an academic internship program and receiving credit through an accredited college or university for internship hours.

Hours: 5:00 p.m.-10:00 p.m. for all 29 home games (145 hours) + additional hours to be scheduled as needed (dependent on the total number of internship hours required by academic program).

Additionally, interns will be required to be in attendance for the following events:

- Bellingham Bells Media Day – Monday, June 1st – 3 PM to 5 PM
- Everett AquaSox Field Trip – Monday, June 29th – 5 PM to 10 PM
- Internship Seminars: Thursday, July 7th & Thursday, July 30th

Start Date: June 1, 2020

Application Procedure: Send resume and cover letter to stephanie@bellinambells.com. Please include sample work (link to online gallery or 3-5 sample images) as part of your application. Applications will be reviewed as received. No applications will be accepted after **January 15, 2020**.



Bellingham Bells Social Media Internship

The Social Media Intern will work closely with the Bells' front office to manage social media channels during home games. The Social Media & Game Day Promotions intern will work to engage fans through various channels, including in-game interaction through social media.

Responsibilities may include, but will not be limited to:

- Providing live score updates on the Bells' Play-By-Play Twitter accounts for all Bells home & away games
- Managing multiple Bells' social media channels during all home games (Snapchat, Facebook, Twitter, Instagram). Platform management will include, but not be limited to, posting in-game updates, sharing relevant content and responding to fan inquiries.
- Help facilitate in-game promotions & promote fan engagement through social media promotions, contests, and other promotional activities.
- Assist on-field promotions team with on-field, between-inning fan engagement.

Minimum Qualifications:

- Available for all Bellingham Bells home games during summer 2020 (full schedule available at www.bellinghambells.com)
- Demonstrated experience with social media management
- Excellent communication skills (both written and verbal)

Preferred Qualifications

- Knowledge of baseball rules and terminology

Compensation: This is a for-credit, unpaid internship. The successful candidate **MUST** be enrolled in an academic internship program and receiving credit through an accredited college or university for internship hours.

Hours: 6:00 p.m.- 9:00 p.m. for all 29 home games (87 hours) + approximately 2.5 hours for 27 away games (67.5). Additional hours to be scheduled as needed (dependent on the total number of internship hours required by academic program).

Additionally, interns will be required to be in attendance for the following events:

- Bellingham Bells Media Day – Monday, June 1st – 3 PM to 5 PM
- Everett AquaSox Field Trip – Monday, June 29th – 5 PM to 10 PM
- Internship Seminars: Thursday, July 7th & Thursday, July 30th

Start Date: June 1, 2020

Application Procedure: Send resume and cover letter to stephanie@bellinghambells.com. Please include at least one writing sample with your application. Applications will be reviewed as received. No applications will be accepted after **January 15, 2020**.



Bellingham Bells Marketing Internship (SUMMER 2020)

The Marketing Promotions Intern will work closely with the front office to strategize, prepare & execute marketing campaigns in advance of the 2020 season. Marketing interns will help to extend the Bellingham Bells brand throughout the Whatcom County community by way of community events and appearances, guerrilla marketing, strategic marketing campaigns and paid advertising.

Responsibilities may include, but will not be limited to:

- Representing the team at various community events (WWU sporting events, community fun runs, elementary school appearances, Ski to Sea Junior Parade, Back to Bellingham, etc.) Act as chaperone for team mascot and interact positively with fans while promoting the team and upcoming season.
- Working with local businesses on cross-branding marketing opportunities including pocket schedule placement, signage, cross-branded events, etc.
- Assist front office with digital marketing campaigns and content creation (hype videos, social media campaigns, blog articles, etc.).
- Coordinate game day promotional details with local sponsors, including the promotion & planning of theme nights, sponsor game nights and key events (jersey auction, fireworks shows, community wiffleball game).

Minimum Qualifications:

- Availability during all Bellingham Bells 2020 home games (schedule available at www.bellinghambells.com) and occasional availability on off days
- Demonstrated experience with marketing campaigns and basic marketing terminology
- Excellent communication skills (both written and verbal)

Preferred Qualifications

- Knowledge of baseball rules and terminology

Compensation: This is a for-credit, unpaid internship. The successful candidate **MUST** be enrolled in an academic internship program and receiving credit through an accredited college or university for internship hours.

Hours: 5:00 p.m.-10:00 p.m. for all 29 home games (145 hours) + additional hours to be scheduled as needed (dependent on the total number of internship hours required by academic program).

Additionally, interns will be required to be in attendance for the following events:

- Bellingham Bells Media Day – Monday, June 1st – 3 PM to 5 PM
- Everett AquaSox Field Trip – Monday, June 29th – 5 PM to 10 PM
- Internship Seminars: Thursday, July 7th & Thursday, July 30th

Start Date: June 1, 2020

Application Procedure: Send resume and cover letter to stephanie@bellinghambells.com. Please include at least one writing sample with your application. Applications will be reviewed as received. No applications will be accepted after **January 15, 2020**.



Bellingham Bells Public Relations Internship (SUMMER 2020)

The Public Relations intern will work closely with the front office to strategize, prepare & execute public/community relations campaigns in advance of the 2020 season. PR interns will help to extend the Bellingham Bells brand throughout the Whatcom County community by way of strategic public relations campaigns, video features, press kits & releases and strategic research.

Responsibilities may include, but will not be limited to:

- Serve as key contact for all in-season media relations activities. Send out relevant updates to media after games, update media contact list, communicate with local media and coordinate media activity and press pass distribution.
- Work with front office to develop press kit to be shared with local media. Write & distribute press releases in advance of significant news developments, and coordinate interview requests/media information requests with local media.
- Develop PR campaign to help team extend brand into community. Working with front office, take responsibility for the concepting, design, execution & tracking of campaign.
- Assist team in identifying areas that need additional research/data and helping to conduct research campaigns when appropriate.
- Other PR/marketing/media relations duties as assigned.

Minimum Qualifications:

- Demonstrated experience with public relations campaigns, AP style and basic marketing terminology
- Excellent communication skills (both written and verbal)

Preferred Qualifications

- Knowledge of baseball rules and terminology

Compensation: This is a for-credit, unpaid internship. The successful candidate **MUST** be enrolled in an academic internship program and receiving credit through an accredited college or university for internship hours.

Hours: 5:00 p.m.-10:00 p.m. for all 29 home games (145 hours) + additional hours to be scheduled as needed (dependent on the total number of internship hours required by academic program).

Additionally, interns will be required to be in attendance for the following events:

- Bellingham Bells Media Day – Monday, June 1st – 3 PM to 5 PM
- Everett AquaSox Field Trip – Monday, June 29th – 5 PM to 10 PM
- Internship Seminars: Thursday, July 7th & Thursday, July 30th

Start Date: June 1, 2020

Application Procedure: Send resume and cover letter to stephanie@bellinghambells.com. Please include at least one writing sample with your application. Applications will be reviewed as received. No applications will be accepted after **January 15, 2020**.