

BELLINGHAM BELLS

• **BASEBALL CLUB** •

2021 Bellingham Bells Internship Program

The Bellingham Bells are pleased to offer 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.

The Bellingham Bells are currently accepting applications for:

Spring 2021 (April 5 – June 11, 2021)

Marketing Intern
Operations Intern

Summer 2021 (June 1 – August 15, 2021)

Marketing Intern
Operations Intern
Communication/Beat Writer Intern
Video Production & Broadcast Intern
Photography Intern
Baseball Analytics Intern

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 – Thursday, June 3rd – 3 PM to 5 PM | Everett AquaSox Field Trip – date and time TBA | Internship Seminars: Monday, June 28 and Thursday, July 22 – time TBA.
- Applications will be reviewed as received. NO applications will be accepted after February 15, 2021.
- 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@bellinbells.com

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MARKETING INTERN (SPRING OR SUMMER 2021)

The Marketing internship program is designed for students who have interest in gaining experiences in marketing, community relations & social media. Interns will work in a variety of focus areas with the overall goal of assisting the Bells front office team engage the Bellingham community, maintain brand awareness & drive excitement and ticket sales for the 2021 season.

PROGRAM STRUCTURE:

- There will be three areas of focus: social media, marketing/promotions & community relations. Interns will rotate categories on a three-week basis so that all interns get experience in each category.
- Each rotation will be supervised by a front office member who will serve as a mentor to the intern.
- In addition to assigned tasks & projects, each intern will identify a “keystone project” for their time at the Bells – meant to be a portfolio enhancement piece. The intern will drive this project with some help from the Bells front office. This project will be a focal point of independent work for the intern the entire quarter.

RESPONSIBILITIES MAY INCLUDE, BUT WILL NOT BE LIMITED TO:

- Work with Bells front office to concept, plan & execute digital campaigns aimed to promote the 2021 Bellingham Bells season (spring)
- Work with Bells front office on community-based projects including Bells Reading Program, Kids Club and Junior Bells (spring and summer)
- Collaborate with local businesses on cross-branding marketing opportunities including in-person appearances at the business, cross-promotions & engagements, giveaways, etc. (spring and summer)
- Help to plan & execute game-day promotions and work to enhance game day promotional experience for fans (summer)
- Assist with planning & execute game day scripts, promotional events and ceremonies (summer)

MINIMUM REQUIREMENTS INCLUDE:

- Basic coursework in communication, marketing or public relations
- Experience with marketing campaigns and/or community relations work
- Familiarity with social media platforms and management of them

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.

START DATE: April 5, 2021 (spring)
June 1, 2021 (summer)

HOURS: Spring internship hours will vary depending on intern’s schedule and office needs. Summer intern hours will be every home game from 4 p.m. – 10 p.m. (192 hours) with additional hours available if needed.

APPLICATION PROCEDURE: Send resume and cover letter to stephanie@bellingshambells.com. No applications will be accepted after **February 15, 2021**.

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OPERATIONS INTERN (SPRING OR SUMMER 2021)

The Operations internship program is designed for students who have a high interest in working in the sports management field. Interns will work in a variety of focus areas with the overall goal of gaining knowledge of the inner workings of sports operations and the strategy behind them.

PROGRAM STRUCTURE:

- There will be four areas of focus: ticketing, merchandise, food & beverage and general game day operations/supervision. Interns will rotate categories on a three-week basis so that all interns get experience in each category. Interns will work to shadow and support management in each area to learn more about strategy, operations & sports management. Spring interns will gain more experience in strategic planning, season preparation and execution; Summer interns will gain more experience in game day operations and management and in-season logistics and coordination.
- Each rotation will be supervised by a front office member who will serve as a mentor to the intern.
- In addition to assigned tasks & projects, each intern will identify a “keystone project” for their time at the Bells – meant to be a portfolio enhancement piece. The intern will drive this project with some help from the Bells front office. This project will be a focal point of independent work for the intern the entire quarter.

RESPONSIBILITIES MAY INCLUDE, BUT WILL NOT BE LIMITED TO:

- Work to plan, strategize & execute key operational details pertaining to the 2021 Bellingham Bells season
- Work with game day staff to improve processes and implement strategies

MINIMUM REQUIREMENTS INCLUDE:

- Basic coursework in marketing, sports management or public relations
- Experience with customer service and event management
- High interest in working for a sports team in an operational role as a professional career

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.

START DATE: April 5, 2021 (Spring)
June 1, 2021 (Summer)

HOURS: Spring internship hours will vary depending on intern’s schedule and office needs. Summer intern hours will be every home game from 4 p.m. – 10 p.m. (192 hours) with additional hours available if needed.

APPLICATION PROCEDURE: Send resume and cover letter to stephanie@bellingshambells.com. No applications will be accepted after **February 15, 2021**.

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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 2021 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 REQUIREMENTS INCLUDE:

- Available for all Bellingham Bells home games during summer 2021 (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.

START DATE: June 1, 2021

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).

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 **February 15, 2021**.

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VIDEO PRODUCTION INTERNSHIP PROGRAM (SPRING OR SUMMER 2021)

The Video Production internship program is designed for students who have a high interest in working in video production and broadcast. Interns will work together to create & execute nightly video live stream broadcasts, as well as curate and coordinate all in-game entertainment on the Joe Martin Field video board.

PROGRAM STRUCTURE:

- There will be two areas of focus: content creation & execution of a nightly Bells live stream, and content creation & execution of all in-game content for the Joe Martin Field video board. Interns will work together and rotate taking lead in different categories on a three-week basis so that all interns get experience in each category.
- Each rotation will be supervised by a front office member who will serve as a mentor to the intern.
- In addition to assigned tasks & projects, each intern will identify a “keystone project” for their time at the Bells – meant to be a portfolio enhancement piece. The intern will drive this project with some help from the Bells front office. This project will be a focal point of independent work for the intern the entire quarter.

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.
- Produce content for Joe Martin Field video board and coordinate nightly presentation

MINIMUM REQUIREMENTS INCLUDE:

- Available for all Bellingham Bells home games during summer 2021 (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.

START DATE: June 1, 2021

APPLICATION PROCEDURE: Send resume and cover letter to stephanie@bellinghambells.com. No applications will be accepted after **February 15, 2021**.

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PHOTO INTERN (SPRING OR SUMMER 2021)

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 2021 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 REQUIREMENTS INCLUDE:

- Available for all Bellingham Bells home games during summer 2021 (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.

START DATE: June 1, 2021

HOURS: 5:00 p.m.-10:00 p.m. for all 32 home games (160 hours) + additional hours to be scheduled as needed (dependent on the total number of internship hours required by academic program).

APPLICATION PROCEDURE: Send resume and cover letter to stephanie@bellinghambells.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 **February 15, 2021**.

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BASEBALL ANALYTICS INTERN

(SPRING OR SUMMER 2021)

The baseball analytics intern will support the coaching staff through the tracking, analysis & presentation of data that can aid scouting and game decisions.

RESPONSIBILITIES MAY INCLUDE, BUT WILL NOT BE LIMITED TO:

- Set up and ensure all analytics software programs are functioning prior to each home game. This will include, but is not limited to setting up video cameras, testing Trackman sensor and ensuring internet connection is reliable.
- Use Trackman to track in-game data (types of pitches) and ensure all information loaded into Trackman is accurate. Download Trackman reports at end of each evening and provide to coaching staff.
- Use Synergy video to capture in-game footage for all home games. Upload video nightly and ensure all video is properly loaded into the Synergy platform.
- Work with coaching staff to provide scouting reports, key metrics and other data per their request

MINIMUM REQUIREMENTS INCLUDE:

- Basic understanding of baseball analytics including specific knowledge on Trackman and Synergy
- Above average baseball knowledge and ability to chart pitches
- Ability to analyze data and make general conclusions/suggestions

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.

START DATE: June 1, 2021

APPLICATION PROCEDURE: Send resume and cover letter to stephanie@bellinhambells.com.