



Fan Experience Team

Tulane Athletics, Fan Experience Student Worker

Thank you for your interest in Green Wave Sports Marketing. To apply for a position on the 2024-25 Fan Experience Team, send a resume and answers to the attached questionnaire to Graduate Assistant Bailey Todd via email at btodd1@tulane.edu. Please combine all pages into a single document if possible. No cover letter or references are required but are always welcome. Applications for the position are due on Monday, April 1, 2024.

Program Overview

The fan experience position with Tulane Athletics offers a unique opportunity for students to work in an NCAA Division-I athletic department and promote Tulane Athletics. These positions are a great learning experience and will provide an opportunity to experience the inner workings of various roles marketing plays in an athletic department.

Student workers will assist with the development and execution of promotions, game presentation, fan experience elements, and student engagement efforts for designated Tulane Athletic teams. Gain hands-on experience in event execution, introductory marketing strategies, and overall professional development.

Opportunities to learn are available in the following areas: event management, graphic design, special events, sport event preparation, game entertainment, producing sport-specific game scripts, promotions, project/program administration, and more.

Opportunities for advancement (such as sport "leads," in-office projects, and other open positions) are available to those who gain experience and show a work ethic beyond the standard position responsibilities.

Positions run from August to May each year, coinciding with the school year. Student workers are required to commit to the entire school year. All student workers must be enrolled at Tulane for the time in which they are on staff.

Time Commitment

The time commitment for this position is significant and often more than a student envisions. To contribute to the success of the team, all student workers are expected to work their "fair share" of events. All student workers are also expected to complete 2 office hours each week. These hours are scheduled around classes and other legitimate obligations.



In addition, student workers are assigned athletic events throughout the year. Many of these events take place in the evenings during the week and consistently on weekends (day & night). A few weeks a year, student workers may end up working as many as 15 hours in one week. Busy times are in November and February when 3-4 ticketed sports are in season. At other times of the year, this may be as low as 2 hours worked for consecutive weeks. More typically, in addition to office hours, you can expect to work 1-2 events each week.

***** Student workers are required to be available to work all home football game weekends, but you will likely not be assigned all. Events over academic breaks will be as available, NOT assigned.***

FALL 2024 FOOTBALL DATES: 8/29, 9/7, 9/28, 10/19, 11/9, AND 11/28

Compensation

This is a paid position. Student workers will also be compensated through valuable experience. In today's working world, nothing can substitute for real-world experience when applying for a full-time job, and this position will offer every student worker that experience.

How To Apply

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Application Timeline

- Applications will be accepted through Monday, April 1, 2024.
- Typical response is 15-25 applications for 5-8 available positions.
- Those selected for an interview will be contacted by email, and all interviews will take place between April 8-17 in person.
- If selected for the position for 2024-25, you will be required to attend an in-person meeting before the end of the school year between April 22 and May 1 in person.



GREEN WAVE FAN EXPERIENCE TEAM APPLICATION

Name: _____ Email: _____
Cell Phone: _____ Hometown: _____
Major: _____ Expected graduation: _____
Classification: ☐FR ☐SO ☐JR ☐SR ☐Grad
Other Campus Involvement: _____

Leadership Positions in Above Organizations: _____

Do you have any experience with Adobe Creative Suite? ☐Yes ☐No

Do you plan on pursuing a career in sports post-graduation? ☐Yes ☐No

QUESTIONNAIRE

Please type your responses to these questions on a separate sheet of paper.

1. Why do you want to work with Green Wave Fan Experience Team?
2. What strengths or attributes do you possess that will make you successful in this position? What sets you apart from the other applicants?
3. How will you successfully manage your time commitments between this job, classes, and other activities?
4. What Tulane athletic events have you attended in your time as a student?
Describe your general frequency of attendance and list one experience in detail. For that game, what did you like and not like? What are ways that we could improve the student experience?
5. What ideas do you have for increasing student attendance at Tulane Athletic events?