



POWERADE College Intramurals – Flag Football 2009

As a CBS College Sports Network Campus Rep, your first assignment is the POWERADE College Intramurals program. This campaign combines on-site and online initiatives. During weekly POWERADE sampling events at intramural flag football games, you will educate intramural athletes on the benefits of POWERADE and promote our social networking website – www.cbsintramurals.com/powerade.

Every Campus Rep MUST have active accounts with the social networking sites - Facebook, Twitter, MySpace, and AIM - and MUST own a digital camera with video & sound functions. Applicants should be outgoing and have an interest in marketing, communications, sports or social media.

POWERADE College Intramurals Responsibilities:

Coordination:

- Report to the CBS Colleges Sports Network Regional Marketing Coordinator
- Attend bi-weekly meetings with the intramural department to discuss program highlights
- Attend all intramural flag football meetings, including captains' meetings, throughout the season to promote the POWERADE campaign
- Coordinate with the intramural department to create a POWERADE sampling event schedule for entire season (at least 6 weekly events throughout the season)
- Submit sampling recap reports after every sampling event
- Re-order bottled product through Regional Marketing Coordinator when inventory runs low

On-Site:

- Responsible for execution of all weekly POWERADE sampling events from set-up to breakdown
- Must have knowledge of POWERADE brand and ability to answer questions about product and campaign
- Utilize all program specific equipment and messaging points provided to you
- Attend flag football games throughout the week sampling events to take pictures, obtain video footage of games, player action, sideline activity and sampling action (to be upload on website)
- Collect all photos and videos for website at sampling events and on non-sampling days
 - Each Campus Rep is responsible for attending games on at least one additional day per week on non-sampling days to obtain content for the website
- Develop creative videos for the website and incentivize players with premium items
- **All footage must be uploaded to the website by 5pm the day after it was taken**

Marketing:

- Promote website during sampling events by handing out premium items branded with URL
- Promote the campaign through viral marketing on Facebook, MySpace, AIM, YouTube, email blasts, etc.
- Collect email addresses from students to sign up for newsletters
- Reach out to all intramural participants to get nominations for the "POWERADE Player of the Year" (a semester long, program wide contest)
- Every Campus Rep must submit screenshots of online marketing activity every week

To Apply: Email your resume to campusreps@cbs.com. Make sure to include your campus name & how you heard about this position in the body of the email.