



Get CBS College Sports Network

As a CBS College Sports Network Campus Rep, your assignment will be the Get CBS College Sports Network promotion. Throughout the fall semester, CBS College Sports Network will be promoting the Network on campus as well as in the local community. This campaign combines on-site, online, & telephone initiatives. You will act as an extension of CBS College Sports on your campus and in the surrounding local community.

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. Applicants should also have approximately 4 hours per week to devote to this campaign.

Get CBS College Sports Network Responsibilities:

Coordination:

- Report to the CBS College Sports Network Marketing Manager
- Reach out to and build a relationship with the alumni association on your campus
- Reach out to the local community around campus: popular bars, restaurants, shops, community leaders, etc.
- Recruit students and members of the community to call their customer service representatives and request CBS College Sports Network
- Submit recaps weekly of your efforts

On-Site (campus & local community):

- Have a presence at already existing events on campus (back to schools fairs, orientation events, etc.)
- Promotion of our programming
- Fyering & postering
- Attend all alumni meetings & events on campus

Marketing:

- Spread the word around campus and in the local community through flyering and/or premium distribution
- Promote the Network through online viral marketing on Facebook, MySpace, AIM, YouTube, email blasts, etc.
- Every Campus Rep must submit screenshots of online marketing activity

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.