



CBS College Sports Network, “the pulse of college sports,” from CBS Sports, is currently hiring campus representatives from your campus. Gain priceless hands-on marketing experience while working on a variety of campus campaigns. Campus Reps have the unique opportunity to work on initiatives for our advertisers, CBS College Sports Network, and all CBS properties.

Throughout the semester, you will actively work on innovative marketing programs. Together with fellow Campus Reps from your school, you will put together strategic marketing plans and then execute, report on, and evaluate each campaign. Past campaigns have included Powerbar, State Farm, Panasonic, the CW Network, primetime CBS shows, Chick-fil-A SEC Tailgate Show, POWERade, Old Spice, and NCAA March Madness.

RESPONSIBILITIES

- Collaborate with other reps on campus to create and execute strategic marketing plans for each campaign assigned
- Complete all work to the best of your ability in a professional and timely manner
- Spread the word on campus with promotions, online social networking, postering, viewing parties and giveaways
- Identify and partner with local shops and bars for promotions
- Summarize, report on, and successfully capture your work (reports, screenshots, and pictures)
- Keep in regular communication with the rep coordinator and teammates

QUALIFICATIONS

All applicants must be current college students in good standing. Students should have about four hours a week to dedicate to the program. Applicants should also:

- Work well independently and in teams
- Be reliable and organized
- Have strong analytical and writing skills
- Be connected/involved on campus (organization/clubs, Greek life, etc.)
- Member/active user of online community websites (Facebook, MySpace, etc.)
- Access to a digital camera

PROGRAM ADVANTAGES

- By the end of the semester you will have a diverse portfolio of your work
- Work with a variety of well-known brands on real-world projects
- Directly contribute to results-oriented campaigns with your work
- Experience utilizing a variety of marketing tactics including guerilla marketing, product sampling, and online promotions
- Learn to write strong marketing proposals and wrap-up reports with the help of and feedback from CBS College Sports Network marketing professionals
- Meet new people on campus and make connections
- Work flexible hours while receiving course credit/pay
- Take what you have learned and put it into action!

COMPENSATION

Students can work for either college credit or a stipend (see note below). Many projects also include prizing incentives.

- College Credit: CBS College Sports Network will work with the student to fill out any necessary paperwork. Please note that this is a flexible position with varying hours, so be sure to check your campus' requirements.
- Stipend: This is payment on a per-project basis. Each campaign is assigned a varying amount. Upon completion of a campaign, you will be sent a check for the amount.

CONTACT/APPLY

Please send your resume and cover letter to campusreps@cbs.com. Qualified candidates will be contacted by phone for a brief interview.

Applications are accepted on a rolling basis. The program runs in the Fall and Spring semesters. Reps are welcome to continue with the program throughout their college career.