



Job Descriptions

The below are current job descriptions for positions within the Administration of the New England Storm. Each position has a number of intern positions available within. If you see a position you are interested in, please submit a resume and cover letter to employment@newenglandstorm.com

Director of Corporate Sales & Sponsorship

Reports to the General Manager

Assist the General Manager in the development of potential sponsor lists and research industry and community supporters. Assist in the development of sponsorship packages and options. Primarily responsible for the recruitment and management of all sales interns and for their meeting of sales goals, as determined by the management, and directing support staffs sales goals. Responsible for closing all sales and approving all contracts with management, and post-season sponsorship evaluation. Attending all administrative staff meetings. Required to develop and maintain a database of sponsor's information and other duties as determined by management.

Director of Marketing and Public Relations

Reports to the General Manager

Responsible for developing a plan to promote the sale of individual and group tickets for all home games on the season schedule. Responsible for donated ticket distribution to local youth groups and charitable organizations. Primarily responsible for developing a Public Relations plan to promote the 2004 game season, the team and the league. Will direct the Promotions Coordinator's activities in the execution of a 2004 Public Relations Plan. Develop merchandise sales at games, on the web site, and possibly with retail outlets. Attending all administrative staff meetings. Required to develop and maintain a database of department related information and other duties as determined by management.

Director of Game Operations (Erich Kenedy)

Reports to the Owner

Major responsibilities include coordination of all game day operations, including game day scripts, exclusive of on field play. This includes the complete coordination of all game day entertainment including pre-game shows, half-time shows, and Cheerleading squads. This includes contract negotiations and entertainment research. The General Manager and the Director of Game Day Operations will determine final entertainment selections. Direction of all game day promotions will be coordinated with the General Manager and the Director of Corporate Sales and Director of Game Day Operations. Responsible for directing the activities of the security staff, music coordinator, game day

announcer, volunteers, and promotions support staff. Coordinated the construction and breakdown of Storm home games from start to finish. Work on all aspects of the behind the scenes functions at all home games and assist visiting an home teams at pre and post game events. Work in stadium setting taking inventory, preparing luggage for away games. Become influential when dealing with the public and the many problems that occur during the course of a game. Become familiar with volunteer scheduling and office work associated with home games and promotional events. Supervised volunteer crew at all home games. Accountable for maintaining a clean and professional facility during a game. Set-up, operated, and tore down various promotional events during season. Assisted in the coordination of public relations events and opportunities. Responsible for maintaining the community calendar of events and working with the Promotions Coordinator in the execution of the events. Attending all administrative staff meetings. Required to develop and maintain a database of department related information and other duties as determined by management. Travel with the team to all away games and possibly assist with routine maintenance on equipment while on the road. Attending all administrative staff meetings. Required to develop and maintain a database of department related information and other duties as determined by management.

Media Director

Reports to the General Manager

Responsible for the production of all print-media, publication and promotional material relating to the New England Storm. Responsible for the production and management of all multi-media products, including supplying the New England Storm Webmaster with updates. Required to approve and all products or items containing the New England Storm logos, names, or said likeness. Responsible for directing activities of the Media Relations Intern. Attending all administrative staff meetings. Required to develop and maintain a database of department related information and other duties as determined by management.

Media Relations Intern (vacant)

Reports to the Media Director –

Responsible for the distribution of all press releases and other information to media outlets (print, radio and television) on a weekly basis. Act as liaison to the press at all games and formal team functions including the distribution of press packets and credentials, and the coordination of all on site interviews. Act as team liaison to network representatives for the purpose of airing all or part of a game on said network. Responsible for content of the Storm media guide, game day program, and video media packages. Required to develop and maintain a database of department related information and other duties as determined by management. Attending all administrative staff meetings.

Director of Football Operations (vacant)

Reports to the General Manager

Responsible for all aspects of equipment management including inventory, storage, distribution, maintenance and upkeep. Act as referee liaison the day of the game and provide all their needs on game day. Responsible for the recruitment and management of

all football operations game day support staff including but not limited to ball girls, water boys, and chain gangs. Responsible for supplying the Team Trainers with space, supplies, and credentials of game day. Attending all administrative staff meetings. Required to develop and maintain a database of department related information and other duties as determined by management.

Director of Player and Coaching Personnel (Hollis Gates)

Reports to the Owner

Assist Team Manager in creating/developing a database for recruiting and tracking new recruits. Maintain said database of all potential players through the strength & conditioning and try-out process. Set up and run all try-outs from the administrative side at the Head Coaches, Owners and General Managers direction and develop a post try-out report. Coordinate the distribution and assist with the development of player's rules and contracts. Responsible for the distribution of administrative information to players. Required to develop and maintain a database of department related information and other duties as determined by management. If necessary, assist coaches in the design and publication of the 2004 offensive and defensive play books. Assist Owner in planning Annual Mini-Camp Combine for new recruits and returning players. Travel with the team to all away games and possibly assist with routine maintenance on equipment while on the road. Attend all administrative staff meetings and coaching meetings.

Statistician (Bill Lowd)

Reports to the Head Official

Responsible for recording all game day stats during the game and distributing post game stats and results to the appropriate news agencies. Also responsible to distribute post game stats to the owner as request and maintain on going player stats at her direction. Spot for the game day announcer. Required to develop and maintain a database of department related information and other duties as determined by management.

Promotions Coordinator (vacant)

Reports to the General Manager and the Director of Marketing & PR

Responsible for the investigation and coordination of community promotional events that are not part of game day activities. Responsible for seeking out promotional opportunities with local radio stations. Works with the Director of Game Day Operations in the coordination of community relation events. Required to develop and maintain a database of department related information and other duties as determined by management.