



***UNM ATHLETIC DEPARTMENT
INTERNSHIP PROGRAM
2019-20***





ABOUT

The UNM Athletic Department Internship Program is looking for motivated interns that are willing to learn. Interns will gain valuable experience in college athletics and learn all aspects of athletics.

The goal of this program is to give interns a well-rounded experience in athletics and to help them gain skills to further their careers.

***PLEASE GO TO [GOLOBOS.COM/INTERNSHIPS](https://www.golobos.com/internships) TO APPLY BY
JULY 19, 2019 AT 11:59 PM MT***

Interns will be able to choose which areas they want to participate in. Schedules are flexible. Interns will need to work at least 10 hours per week, unless otherwise listed.

MOST INTERNSHIP OPPORTUNITIES ARE UNPAID POSITIONS.



ALUMNI LETTERMEN

The Alumni Lettermen's Association promotes Lobos past and present. They support fifth-year athletic scholarships, the Athletic Hall of Honor, Senior Recognition Program, student lettermen activities, tailgates and homecoming festivities.

Alumni Lettermen interns will help to coordinate these various activities as well as host lettermen events for football and basketball.

SKILLS LEARNED:

- Event Planning
- Networking
- Fundraising



COMMUNICATIONS

Communications interns assist in public relations efforts for the UNM Athletic Department and will be assigned to specifically handle one or two sports. Responsibilities and tasks will include but are not limited to: writing press releases, updating the official UNM Athletics website (GoLobos.com) keeping statistics at events, coordinating media interview requests and producing live statistics. Interns will also have the opportunity to assist at football as well as men's and women's basketball games in various capacities.

SKILLS LEARNED:

- Press Release Writing
- Public Relations
- Media Relations
- Adobe InDesign and Photoshop



EVENT MANAGEMENT

Event Management interns will work directly with the Event Management staff to provide support for all men's and women's Division I sports at The University of New Mexico. Interns will act as the event manager for assigned sports and will assist in leading event staff in the planning, preparation and execution for all home athletic events.

Event Management interns will also be tasked with creating graphics and occasional signage for events and will serve as the administrator of the official Event Management Twitter account.

SKILLS LEARNED:

- Crowd Management
- Security and Safety
- Game Day Operations in Intercollegiate Sports
- Social Media





LOBO CLUB

The Lobo Club raises funds and resources for The University of New Mexico Athletic Department to help UNM student-athletes succeed on and off the playing surface. Interns will learn critical aspects of the fundraising process by helping to coordinate events such as the Cherry & Silver Scholarship Gala and tailgates while assisting with day-to-day office responsibilities.

SKILLS LEARNED:

- Fundraising
- Event Planning
- Networking



LOBO TV

Lobo TV streams live athletic events through the Mountain West Conference and GoLobos.com. They also produce features on all athletic programs including game highlights, press conferences, and more.

Interns selected for Lobo TV will primarily help with producing content for Lobo TV by filming live games for the online streams and in-house replays.

SKILLS LEARNED:

- Camera Operation
- Filming Skills
- Multimedia Communication
- Post Production



MARKETING

The marketing team will help with student ticket disbursement on campus and help coordinate in-game crowd engagement. This includes but is not limited to: access to the field or court for in-game promotions, handing out swag at tailgates and in-game to fans, and being an ambassador to corporate partners in suite areas.

SKILLS LEARNED:

- Event Planning
- Event Management
- Networking
- Marketing (Including Social Media)



TICKET OFFICE

Interns in the ticket office will learn all areas of ticketing and gameday preparation while working office hours as well as on game days. Office hours may include selling tickets to all ticketed athletic events, answering phones and emails, all while providing excellent customer service!

Gameday tasks during football, men's basketball, women's basketball, volleyball, soccer, baseball, softball and other special events include assisting in selling tickets as well as other gameday roles to be assigned.

SKILLS LEARNED:

- Ticket/Box Office Operations
- Ticket Sales Experience
- Paciolan Software
- Customer Service



UNM SPORTS PROPERTIES

UNM Sports Properties is the Exclusive Multimedia Rights partner of UNM Athletics. UNMSP manages the operations, fulfillment and sales of sponsorship and marketing opportunities through the Lobos. Ideal candidates are those with an interest in business, finance, digital media, creative services, sales, promotions or marketing.

Intern tasks can include preparing business contracts, inventory and payments, development of promotional campaigns, creating static and motion graphics, interacting with local business and community leaders, and more. Roles will vary and can be adapted to meet a student's individual interests or goals.

SKILLS LEARNED:

- Contract Creation
- Inventory/Payments
- Graphic Creation
- Networking
- Sales
- Promotions

