

# ***MARKETING I – LEAD MARKETING INTERN***

The Lead Marketing Intern will assist in planning and implementation of marketing plans for all UNM sports. Responsibilities will include serving as promotions assistant at table set-up, social media activation, sponsor fulfillment, in-game promotion implementation and group night activities coordination. This intern will also have the opportunity to assist in running game day operations and may also play a role in select special events and planning of Lil' Lobos Kids Club events.

In addition, the Lead Marketing Intern will be responsible for campus marketing efforts to promote events (A frames, campus announcements, tabling events, etc.) and will be responsible for grassroots marketing efforts with corporate sponsors and within the local community (distributions of collateral i.e. posters, schedule cards, etc.). Intern will also assist with coordinating National Anthem performers as well as halftime and timeout performers.

## ***SKILLS LEARNED INCLUDE:***

- Sport Marketing Idea Generation
- Sport Marketing Campaign Planning
- Sport Marketing Campaign Execution
- Game Day Marketing Execution
- Marketing Leadership

