

***UNM ATHLETIC DEPARTMENT  
INTERNSHIP PROGRAM  
2021-22***





# ***ABOUT***

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

The goal of this program is to give interns experience in athletics and to help them acquire the skills necessary to further their careers. Several interns have been hired as full-time employees after their graduation when positions have come available.

***PLEASE GO TO [GOLOBOS.COM/INTERSHIPS](https://www.golobos.com/interhips) TO APPLY BY  
SUNDAY, JULY 25, 2021 AT 11:59 PM MT***

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

***MOST INTERNSHIP OPPORTUNITIES ARE UNPAID POSITIONS, THOUGH SOME ARE PAID.***





# ***2021-22 INTERNSHIP OPPORTUNITIES***

***COMMUNICATIONS***

***CREATIVE SERVICES***

***LOBO TV***

***MARKETING I***

***MARKETING II***

***TICKET OFFICE***



# ***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, producing live statistics and more.

Interns will also have the opportunity to assist at football, men's and women's basketball games and other Olympic sport events in a multitude various capacities.

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

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



# ***CREATIVE SERVICES***

Creative Services interns will assist with the graphic design and video needs of UNM's marketing and communication departments. Applicants must possess strong computer skills, knowledge of Adobe Creative Suite (Photoshop, Premiere Pro, After Effects), familiarity with handheld cameras, strong communication skills and be able to work with a team.

Interns will produce and edit multi-platform content including video and graphic design to enhance the Lobo brand through in-venue video boards and social media.

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

- Shoot/Edit Practice and Game Footage of Events
- Assist with Video/Photo Shoots
- Assist with Social Media Content Planning
- Multi-Platform Content Production



# ***LOBO TV***

Lobo TV is the video production outlet for Lobo athletics that handles videoboard and livestreaming productions. Selected interns work primarily on game days, including nights and weekends.

This internship will provide real-world, hands-on experience in live sports production for UNM Athletics. Applicants must demonstrate a strong work ethic, willingness to learn new skills, strong communication skills, be able to take direction and be able to work as a team.

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

- Camera Setup/Operation
- Replay Operation
- Video Switcher Operation
- Videoboard Operation
- Livestream Production
- Video Editing
- Possibility for On-Camera Experience



# ***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



# ***MARKETING II – MARKETING GAMEDAY***

The Marketing Gameday internship offers hands-on experience in Division I Athletics marketing. Interns will assist with basic marketing operations from idea generation to execution for all fall, winter and spring sports. Interns will assist in executing marketing plans on game days and will have the opportunity to assist in running game day operations.

Additional responsibilities include serving as promotions assistant at table set-up and social media activation and sponsor fulfillment. Interns will also assist with grassroots marketing efforts with corporate sponsors and within the local community (distributions of marketing collateral i.e. posters, schedule cards, etc.) as well as assist with coordinating game day elements to include scheduling National Anthem performers and halftime and timeout performers.

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

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





# ***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. The Ticket Office internship is a paid position in which interns earn minimum wage as well as free game admission following their shift.

Interns will handle answering phones and emails as well as helping customers at the window selling tickets to all ticket athletic events - all while providing excellent customer service! In addition, interns will be responsible for selling tickets on game days during football, men's basketball women's basketball, volleyball, women's soccer, baseball and softball games, as well as other special athletic events.

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

- Ticket/Box Office Operations
- Ticket Sales Experience
- Paciolan Software  
(a leading software in collegiate athletic ticketing)
- Customer Service

