



***UNM ATHLETIC DEPARTMENT***  
INTERNSHIP PROGRAM

*Lobos*



# ***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.**

**PLEASE GO TO [GOLOBOS.COM/INTERNSHIPS](https://goLOBOS.com/Internships) AND APPLY BY FRIDAY, AUGUST 12, 2022.**

**SCHEDULES ARE FLEXIBLE. INTERNS WILL NEED TO BE AVAILABLE TO WORK AT LEAST 10 HOURS PER WEEK, UNLESS OTHERWISE NOTED. 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.**





# ***INTERNSHIP OPPORTUNITIES***

***\*COMMUNICATIONS***

***\*CORPORATE PARTNERSHIPS***

***\*CREATIVE SERVICES***

***\*LOBOTV***

***MARKETING***

**\* INDICATES PAID OPPORTUNITY**

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# ***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 VARIETY OF ROLES.

## ***SKILLS LEARNED INCLUDE***

- PRESS RELEASE WRITING
- PUBLIC RELATIONS
- MEDIA RELATIONS
- ADOBE INDESIGN & PHOTOSHOP
- WMT WEBSITE





# ***CORPORATE PARTNERSHIPS***

## ***(PLAYFLY SPORTS)***

**THE PRIMARY RESPONSIBILITY OF THIS POSITION IS TO ASSIST IN OPERATIONAL DUTIES RELATED TO CONTRACT FULFILLMENT, HOSPITALITY, RADIO AND TELEVISION BROADCASTS AND PERFORM OTHER TASKS AS REQUIRED TO HELP ENSURE THE SUCCESS OF UNM SPORTS PROPERTIES.**

### ***DUTIES & RESPONSIBILITIES***

- SUPPORT CLIENT SERVICES & SALES STAFF
- ASSIST WITH SPONSORSHIP EXECUTION
- ASSIST WITH RECAPS & PROOFS OF PERFORMANCE
- TAKE PHOTOS & DOCUMENT PROMOTIONS, SIGNAGE, EVENTS, AND CONTRACTUAL OBLIGATIONS
- RESEARCH POTENTIAL PARTNERS & MONITOR INDUSTRY TRENDS
- REPRESENT PLAYFLY SPORTS, UNM SPORTS PROPERTIES, AND UNM IN A PROFESSIONAL MANNER





# ***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 & GAME FOOTAGE
- ASSIST WITH PHOTO/VIDEO SHOTS
- ASSIST WITH SOCIAL MEDIA PLANNING
- MULTI-PLATFORM CONTENT PRODUCTION





# ***LOBOTV***

**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**
- **LIVE EVENT PRODUCTION**
- **POSSIBILITY FOR ON-CAMERA EXPERIENCE**





# ***MARKETING***

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 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

