



GRIZZLY MARKETING ACADEMY

Grizzly Athletics - Marketing & Social Media Internship

This position (2025-2026 school year) is designed to introduce undergraduate students to the field of sports marketing and social media by providing hands-on experience in the marketing and promotion of Montana's NCAA Division-I athletics programs. During the course of the internship, interns will develop and improve competencies in marketing (including but not limited to: Digital and Design), customer service, organization, time management, goal setting, personal accountability and problem solving.

Marketing Interns for the 2025-26 school year will help support the marketing and promotional efforts for Montana's 15 NCAA Division-I sports.

Internship positions are for the academic year with the opportunity to continue yearly until graduation.

Intern Responsibilities:

- Working with a team to execute gameday marketing efforts for all sports
- Research promotional and marketing materials
- Plan and execute grassroots marketing efforts on campus and in the local community
- Publish on Grizzly social media platforms
- Research targets for potential sales and also create and manage databases
- Assist in the office for 2-4 hours per week researching, planning, and preparing for athletic events
- Assist with digital strategy and storytelling
- Other duties as assigned

****All internships are unpaid; however, past Montana Grizzly Sports Marketing Academy Team Members have used their experience and recommendations from Montana's staff to become full-time employees or interns for the University of Oregon, Duke University, the Seattle Storm, Nike, UNC-Charlotte and within the University of Montana Athletics Department.****

Intern Eligibility Criteria:

All intern applicants should:

- Be a current Montana Student
- Be competent with Microsoft Office Software (Word, Excel, Outlook)
- Have a working knowledge of Adobe Creative Cloud (Photoshop, Indesign)
- Have a positive attitude, excellent interpersonal skills, be a team player and goal-oriented
- Be motivated, reliable, trustworthy, and possess detail-oriented and customer service-oriented qualities
- Desire to learn about athletics marketing
- Be willing to work on average 6-8 hours a week including evenings, weekends and holidays
- Ability to post social media content, including Facebook, Twitter, Instagram and YouTube

DEADLINE: Friday, July 18th, 2025

Please attach a cover letter, and a copy of your resume and submit to:

Gabi Toulon, Assistant Director of Marketing
University of Montana Athletics
gabi.toulon@mso.umt.edu

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