



# GRIZZLY MARKETING ACADEMY

## Grizzly Athletics – Marketing & Social Media Internship

Come work with – and learn from – the 2024 and 2025 NACMA Marketing Team of the Year!

This position (2026-2027 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, design and promotional), customer service, organization, time management, goal setting, personal accountability and problem solving.

This position is a mix between time in the office, during the week, as well as managing a variety of roles in-game, including social media, on-field promotions, music, mascot assistance and more.

Marketing interns for the 2026-27 school year will help support the marketing and promotional efforts for Montana's 15 NCAA Division-I programs. Internship positions are for the academic year, with the opportunity to continue yearly until graduation.

### Intern Responsibilities:

- Ability to work with a team to execute gameday marketing efforts for all 15 of Montana's Division-I teams
- Assist during games, as well as working in the office for 2-4 hours per week, researching, planning, and preparing for athletics events
- Publish on official Griz Athletics social media platforms
- Research promotional and marketing materials
- Plan and execute grassroots marketing efforts on campus and in the local community
- Research targets for potential sales and also create and manage databases
- Assist with digital strategy and storytelling
- Other duties as assigned

All internships are unpaid; however interns can earn 3 to 4 credits to put toward their degree program.

Additionally, past Grizzly Marketing Academy graduates have used their experience and recommendations from Montana's staff to receive job opportunities with multiple professional organizations (*Arizona Diamondbacks, Los Angeles Rams, San Jose Sharks, Seattle Seahawks, Seattle Storm, Nike and more*) and collegiate teams (*Boise State, Charlotte, Duke, Montana, Oregon, Pac-12 Conference, Washington, etc.*)

### Intern Eligibility Criteria:

All intern applicants should:

- Be a current Montana student
- Be willing to work, on average, 6-8 hours per week, including evenings, weekends and holidays
- Have a working knowledge of the Adobe Creative Cloud (Photoshop, InDesign, etc.)
- Have the ability to create social media content, including photos and video for Instagram
- Be competent with Microsoft Office software (Word, Excel, Outlook)
- Possess a positive attitude, excellent interpersonal skills and willing to be a team player
- Be motivated, reliable, and trustworthy, and possess detail-oriented and customer service-oriented qualities
- Have a desire to learn about athletics marketing

**DEADLINE TO APPLY: Friday, June 12th, 2026**

Please attach a cover letter and a copy of your resume and submit to:  
Gabi Toulon, Assistant Director of Marketing: [Gabi.Toulon@mso.umt.edu](mailto:Gabi.Toulon@mso.umt.edu)