Licensing Department Marketing Internship

When: 2017-18 Academic School Year

About us:

The University of North Dakota is the state's oldest and largest University, with nearly 15,000 students and 225+ fields of study. As the state's flagship research university, UND has a reputation for research and scholarship in health sciences, energy and the environment, aerospace, and entrepreneurship. UND's proud athletics history dates back to the late 1800s and includes 13 national championships and hundreds of student-athletes who have gone on to compete in post-collegiate careers.

The growth of the University, its alumni base and the national attention received by its athletic programs, have produced a strong demand for products that display the trademarks, logos and symbols associated with the University of North Dakota.

The UND licensing program is a division of Athletics in collaboration with University and Public Affairs. The mission of the Licensing Department is to

PROTECT
PROMOTE
& PROFIT

from the correct use of the University of North Dakota's trademarked name and logos.

We are Seeking:

Motivated students who want to gain valuable, hands-on experience and pursue a career in marketing, trademarks and licensing management or a related field. Individuals must be confident in their personal skills while interacting with a variety of licensing constituents, have a positive demeanor, show initiative, take direction well and be able to work independently.

This student will execute the social media marketing plan of the Licensing Department. This includes managing social media platforms (e.g. Twitter, Facebook, and Instagram), engaging campus and encouraging participation for promotional events.

Applicants should have a marketing background, be self-motivated and energetic, possess a clear understanding of innovative social media marketing approaches and have a basic understanding of retail merchandising.
Licensing Department Marketing Internship

Requirements and Experience

- Strong writing and editing skills
- Proficient with Microsoft Office (Power Point, Publisher, Word and Excel)
- Social Media understanding – including but not limited to Twitter, Instagram, YouTube, Facebook
- Preference given to candidates with graphic design experience or interest
- Experience with photography a plus

Internship Responsibilities

Interns will support the three responsibilities of the licensing department: protect, promote and profit from the University trademarks. Specifically, the internship will execute the licensing department's social media marketing plan.

Routine Responsibilities will include:
- Planning and executing social media strategy
- Content creation for social media
- Executing planned promotional events/initiatives
- Assisting with un-planned promotional opportunities (as identified by licensing department)
- Assisting with Learfield/ licensee/ retail licensing-related marketing initiatives
- Monitoring marketplace (retail, online) for proper use of trademarks
- Other duties as assigned

Work Schedule

Fall and Spring Semester 2016-17; estimated 10-15 hours per week

Compensation

This internship position is not paid, however there is opportunity to earn credit hours.

How to Apply

Interested applicants should e-mail resume and cover letter by Friday, April 21st to:

Breanna Linert, Licensing Coordinator
University of North Dakota Licensing Department
Breanna.linert@athletics.und.edu
701-777-2237

Interviews will be conducted during the first week of May.