



Overview

UMass Sports Properties is Learfield IMG College's local, dedicated entity representing the University of Massachusetts. In complete collaboration with the university, this team is committed to extending the affinity of the Minuteman's brand to businesses and corporations of all sizes looking to align with the undeniably loyal and passionate collegiate sports fan base.

As the exclusive multimedia rights holder for the University of Massachusetts, UMass Sports Properties manages all aspects of the rights relationship. Providing corporate partners with traditional, digital and other non-traditional media opportunities to bolster their own brand and garner maximum exposure through inventory such as venue signage; digital engagement including social media, the official athletics website, content, digital gaming and retargeting, event sponsorships and promotion; corporate hospitality; television and radio game broadcasts.

Learfield IMG College is seeking **Property Assistants** to work for UMass Sports Properties (UMSP) during the 2021-22 Academic Year. Our Property Assistants are essential to Learfield IMG College and our properties' success. We are looking for well-organized, responsible and outgoing individuals to provide the necessary support to the UMSP team. The goal is to execute partnership elements to ensure an enjoyable Game Day experience for the UMSP team, partners and UMass fans. If you enjoy working in a fast-paced, dynamic team environment and have prior athletics support or game day experience, we want to meet you! The position will provide excellent on-site marketing, customer service, and sales training within the sports and entertainment industry. This **PAID** position is located on campus. This role has responsibilities which include, but are not limited to, the following:

Hiring process expected to begin mid-summer 2021 ahead of Football season and employment to begin Early September 2021

Responsibilities

- Assist with game day and event operations, including set up of select in-venue signage, hospitality events/suites, and game day tabling displays
- Fulfillment of on and off-field/court promotions for corporate sponsors (displays, promotional handouts, contests, activations etc.)
- Collaboration with UMass Athletics Marketing staff to increase grassroots marketing efforts and fan experience
- Assist with game day program sales
- Communication with various departments of UMass Athletics on game day
- Office and administrative support
- Handle other miscellaneous projects as needed

Qualifications

- High level of organization, initiative, coupled with the ability to work independently
- Strong written and verbal communication skills
- Highly accountable team-player
- Focus on attention to detail; quality over quantity
- Ability to maintain a positive, upbeat attitude under pressure
- Knowledge in Excel, Power Point and Word
- Ability to work flexible hours, including nights and weekends
- Current UMass student pursuing a degree in Sports Management, Marketing, Public Relations, Communications or other related field