**Michigan Athletics Creative Internships**

Are you a creative storyteller interested in sports? Are you looking to grow your professional portfolio? We are currently recruiting 2 creative students for a videographer and graphic design internships. Your creative will be posted on the largest sport social networks in the country and are shared with millions around the world.

**Social Media + Videography:**
The Digital Video intern will be part of Michigan Athletics digital team, working across our 31 sports (including football and men’s basketball) to implement the organization’s digital communications strategies and programmatic goals. In this position you will work on a range of digital engagement campaigns providing our fans and our audiences creative content on all our channels including social media, web, and email. This individual will also research and produce digital analytics for each campaign.

**Responsibilities include:**
- Be passionate about storytelling for sports/athletics
- Be passionate about using digital tools and be well-versed in social media including Facebook, Twitter, Instagram, Tumblr, and YouTube
- Film/Record, edit and produce videos for the University of Michigan Athletics social channels
- Responsible for high caliber video documentation of campus life, recording select events and leading the artistic methods used to capture marketing messages for Michigan Athletics
- Make technical decisions regarding such elements as appropriate lighting, shooting angle and recording of audio
- Develop and deploy compelling videos, assuring the highest quality video by delivering consistency in exposure, focus, audio levels and composition
- Be passionate about using digital tools
- Be able to liaise with key staff to establish campaign goals, develop campaign concepts and review content
- Be very organized, have a strong attention to detail, and be able to complete projects independently
- Be able to compile statistics and analysis on campaign performance
- 10-20 hours per week
- This is a non-paid internship
- Develop and manage an editorial calendar and policies for new content development
- Develop and maintain content across a variety of social networks (YouTube, Twitter, Facebook, etc)

**Social Media + Graphic Design:**
The graphic design intern will be part of Michigan Athletics digital team, working across our 31 sports (including football and men’s basketball) to implement the organization’s digital communications
strategies and programmatic goals. This individual will create a range of branded creative to be distributed across our social media platforms. This individual will also research and produce digital analytics for each campaign. As a member of the digital team, the intern will be a vital part of the development of new digital initiatives and campaigns.

**Responsibilities include:**

- Be passionate about storytelling for sports/athletics
- Be passionate about using digital tools and be well-versed in social media including Facebook, Twitter, Instagram, Tumblr, and YouTube
- Be a creative designer with original ideas that support our branding and tell the story of a game or performance to our fans.
- Be very organized, have a strong attention to detail, and be able to complete projects independently
- Be able to compile statistics and analysis on campaign performance
- Assist in the development of a content strategy for social media
- 10-20 hours per week
- This is a non-paid internship
- Develop and manage an editorial calendar and policies for new content development
- Develop and maintain content across a variety of social networks (YouTube, Twitter, Facebook, etc)
- Assist in measuring and analyzing the results

**Contact:**
Name: Keith Bretzius at kbretziu@umich.edu

Please provide the following in your email:

- A cover letter outlining your interest and experience specific to this position.
- Samples of your work
- A current resume