KICK OFF YOUR CAREER IN SPORTS!

Tips For Recruiting in the Sports Industry

1. **Sports Jobs Site.**
   Find sports jobs and internships on teamworkonline.com. Professional sports leagues or teams want you to have sports internship experience on your resume.

2. **Get Experience in Minors Before the Big Leagues.**
   Intern or work for a farming/minor league team. You will wear a lot of hats and gain great experience. Larger teams look for this experience on resumes.

3. **Foot in the Door? Ticket Sales.**
   Typically, the Ticket Sales department hires the most entry level candidates, which might be your foot in the door. You’ll receive training and exposure to other departments to help you find your career path in sports.

4. **On-Campus Sports Involvement.**
   Get involved with sports and check out opportunities with UT Athletics, Ticket sales, RecSports, etc.

5. **Get Digital. Tell Your Story.**
   Build a digital presence by starting a sports blog. Improve your ability to tell a compelling story.

6. **Tried-And-True Networking.**
   Network! Use LinkedIn to connect with UT alumni working in sports. Here are some email crafting tips:
   - Start the email with an ego stroke (Example: “I saw on LinkedIn that you’ve had an amazing career in sports. I’ve always dreamed of working at the Cowboys.”)
   - State where you got their contact info and why you want to talk (Example: “I’m reaching out to set up a phone chat or meeting over coffee to hear advice on breaking into the sports industry.”)
   - Give possible dates to set up a phone conversation or coffee
   - Know what they do and about their career path (refer to LinkedIn)

7. **Don’t Get Starstruck. Be Professional.**
   If you treat the athletes like superstars, they will treat you like a fan. You need to build trust and respect with athletes and remain professional.

8. **Be Open to Relocation.**
   Be willing to go where the job takes you. Prepare your family for this possibility; if an opportunity comes, you’ll want to jump on it!

9. **Know Your Strengths.**
   Find your value add. Are you good with data analytics, graphic design, coding, videography, digital marketing, etc.? Include examples in your application and bring them to your job interview.

10. **Winners Never Quit. Quitters Never Win.**
    You must be passionate and show your commitment. The hours are long and the pay is low initially. There’s not a lot of turnover in sports; your dedication and attitude will be what propels your career forward.

---

**Recruiting Timelines**

<table>
<thead>
<tr>
<th>Sport</th>
<th>Full-Time</th>
<th>Internship</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASEBALL</td>
<td>Aug-Dec</td>
<td>Oct-Dec</td>
</tr>
<tr>
<td>BASKETBALL</td>
<td>Jan-Apr</td>
<td>Feb-Mar</td>
</tr>
<tr>
<td>FOOTBALL</td>
<td>Jan-Jun</td>
<td></td>
</tr>
<tr>
<td>SOCCER</td>
<td>Oct-Jan</td>
<td>Jan, May, Sep</td>
</tr>
<tr>
<td>SPORTS MARKETING</td>
<td>Year-Round</td>
<td>Oct-Dec</td>
</tr>
</tbody>
</table>