KICK OFF YOUR CAREER IN SPORTS!

Tips for Recruiting in the Sports Industry

1. VISIT SPORTS JOB SITES.
   Find sports jobs and internships on teamworkonline.com. Professional sports leagues or teams want you to have sports internships experience on your resume.

2. GAIN EXPERIENCE IN THE 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. GET YOUR FOOT IN THE DOOR THROUGH TICKET SALES.
   Typically, the Ticket Sales department hires the most entry level candidates. You'll receive training and exposure to other departments to help you find your career path in sports.

4. ENGAGE IN ON-CAMPUS SPORTS.
   Get involved with sports and check out opportunities with UT Athletics, ticket sales, Rec Sports, etc.

5. CREATE A DIGITAL PRESENCE, TELL YOUR STORY.
   Build a digital presence by starting a sports blog. Improve your ability to tell a compelling story.

6. NETWORK, NETWORK, NETWORK.
   Use LinkedIn to connect with UT alumni working in sports. Here are some email crafting tips:
   - Connect through the subject line (Ex: "Referred by" or "Fellow Longhorn"; available for a phone call?).
   - Know what they do and about their career path (refer to LinkedIn).
   - Start the email with an ego stroke (e.g., I saw on LinkedIn that you've had an amazing career in sports. I've always dreamed of working for the Cowboys.).
   - State where you got their contact info and why you want to talk. (e.g., I'm reaching out to set up a phone call or meeting over coffee to gain insight on breaking into the sports industry).
   - Give possible dates to set up a phone conversation or coffee.
   - Be persistent and follow up.

7. DON'T GET STARSTRUCK. BE PROFESSIONAL.
   If you treat the athletes like super stars, 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. REMEMBER: QUITTERS NEVER WIN. WINNERS NEVER QUIT.
    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

**FULL TIME:**

**BASEBALL**
- Aug - Dec

**BASKETBALL**
- Jan - April

**FOOTBALL**
- Jan - June

**SOCCER**
- Oct - Jan

**SPORTS MARKETING**
- Year-round

**INTERNSHIP:**

**BASEBALL**
- Oct - Dec

**BASKETBALL**
- Feb - March

**FOOTBALL**
- Aug - Dec

**SOCCER**
- Jan, May, Sept

**SPORTS MARKETING**
- Oct - Dec