



Overview of Lane United FC Soccer Club

Lane United FC (LUFC) is an elite level amateur soccer club, competing in the Northwest Division of the USL's League Two (USL2) and W League (USLW). These leagues are the elite pre-professional tiers in North American soccer for both men and women and the established developmental platform for U-23 and collegiate players, fans, and communities. USL2 and USLW deliver the first taste of premier competition in an authentic national soccer environment with a hyperlocal focus. It is the gateway to stardom for those who strive to prove they belong and have the desire to advance into the professional ranks, providing more than 70% of players selected in the MLS SuperDraft over the past eight years.

LUFC home matches are played at Civic Park in Eugene, OR, with offices in South Eugene. LUFC is committed to the promotion and growth of the sport of soccer locally in Lane County and throughout the Pacific Northwest.

Program Purpose:

The LUFC Internship Program is designed to provide students and recent graduates with the opportunity to gain invaluable experience and learn applicable skills working in a professional sports setting. Under the tutelage of our Front Office, the Intern will work on various duties, projects, and initiatives for our Men's USL League Two and/or Women's USL W League teams specifically in the needs of producing a live sporting event gameday. Ideally, this position(s) will commit a minimum of 10-20 hours per week during the season April thru July.

Duties and Responsibilities:

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The Marketing & PR Internship role will provide insights into the operations and business aspect of the sports industry. The Marketing & PR Intern will assist with the planning and execution of all USL men's and women's digital, print, and email communication deliverables. He/she will assist with content creation, copywriting, photography, videography, and press relations aspect of sports. Interns will receive hands-on experience in event management and sales.

Specific Duties Also Include but Not Limited To:

- Assist in planning and execution of all social media content (LinkedIn, Instagram, Facebook, Twitter)
- Support the build of the Matchday Issue (Game Programs)
- Assist in copywriting and editing of specific editorial content published on behalf of LUFC
- Support the management and upkeep of the LUFC team website

Commented [AG1]: Shane - Barbara w/ Photos, Marketing Intern Role running photos, Match day program writing + hanging QR code signage on day-of, Video & Livestream setup wired in internet and audio, team photo prep, halftime post, PA Announcer (need hired), scripts and rosters printed and delivered, halftime post, postgame post (ops setup backdrop), Player of match defined by John to Mark team, mark team shares and pulls player record video / audio post-game press conference, post-game recap, delivery of match via UPS. Recap video post :25 limit

- Follow established editorial guidelines and identified voice of the brand to communicate on behalf of the organization. At the same time, commit to the curation and evolution of the brand voice.
- Pitch stories and collaborations to grow the awareness of LUFC, and soccer broadly, in Lane County
- Coordinate with local press and/or media outlets for access and operational support
- Respond to inquiries received via the LUFC website and email inboxes
- Attend and work game days supporting a variety of tasks including but not limited to physical branding and signage, photography, videography, livestream broadcast and radio, and PA scripted announcements
- Front Office/Admin Duties and League protocol management

Strong Candidates Have the Following:

- Strong customer service skills and abilities
- Interest in developing strategies with measurable results
- Knowledge about sports and particularly the soccer community in the United States
- Superior oral and written communications skills
- Effective organizational skills and experience in managing multiple tasks simultaneously
- Knowledge of WordPress, Canva, and other graphic design or editorial tools
- Knowledge of Microsoft Office Suite, WordPress, graphic design, and editorial

Commented [DG2]: Shane fill in specifics

If you are interested in growing into a sports career in marketing and/or event management, you are COACHABLE and willing to put in the work, and care about community development through the power of sport - then we want to hear from you! Apply now by sending your CV/résumé to aj@laneutd.com with "MARKETING & MEDIA INTERN" in the subject line.

Equal Opportunity Employer:

We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, sex, sexual orientation, age, disability, gender identity, marital or veteran status or any other protected class.