



Valero Alamo Bowl Internship Program

The Valero Alamo Bowl is a 501(c)(3) non-profit organization that produces a calendar of events highlighted by a post-season college football game between the Big 12 and Pac-12 conferences played in San Antonio, Texas. The bowl annually hires three (3) full-time interns focusing on event management, ticket sales/marketing as well as sports information/digital media. While each intern will be involved with aspects of each area to gain a more broad experience while serving the overall goal of our organization, the main responsibilities of each position include, but are not limited to the following:

SPORTS INFORMATION / DIGITAL MEDIA

- Provide content for the bowl's website, social media accounts and weekly e-mail newsletter.
- Increase engagement across the bowl's new media efforts through content creation and use of the latest digital technology.
- Oversee the online credentialing process and serve as the primary liaison for out-of-town media.
- Design, write and produce the bowl's media guide, flip card and fan guide.
- Serve as the in-house editor for the bowl's game program writing.
- Organize press operations during Bowl Week including set-up of the media hospitality, workroom and press conferences at the media hotel as well as volunteer coordination.
- Coordinate the bowl's public relations efforts including writing/editing press releases and setting up press conferences, teleconferences and press box.

EVENTS / OPERATIONS

- Assist with all aspects of event coordination for the Valero Alamo Bowl's Community Festival of Events. Events include golf functions, luncheons, sponsor and pregame parties, interactive pregame area and more.
- Design and/or edit event programs, flyers and other collateral.
- Assist with all aspects of the bowl's Team Hospitality including VIP gifting, hospitality rooms & Personal concierge program.
- Manage procurement of event-specific prizes and/or auction items as needed.
- Coordinate all aspects of the bowl's volunteer program including recruitment and scheduling as well as completing a Volunteer Handbook and maintaining a volunteer database.

TICKET SALES / MARKETING

- Oversee online event ticket marketing and sales programs as well as season tickets which includes sale, payment and fulfillment.
- Coordinate ticket sales campaigns, including lead generation, contact & follow up.
- Customer correspondence via phone, email and in person.
- Account maintenance & some reporting functions utilizing Archtics ticketing software.
- Assist with corporate partnership research, proposal preparation, communication and fulfillment.
- Oversee premium package sales and retention efforts related to VIP hospitality, suites and group outings.



GENERAL

- Assist with all aspects of day-to-day office operations (mailings, phone duty, etc.).
- Other duties as assigned.

COMPETENCIES

To perform the job successfully, an individual should demonstrate the following competencies:

- Track record of success demonstrating initiative and independent problem solving
- Able to multi-task and meet deadlines
- Follow instructions and respond to management direction
- Follow organizational policies and procedures
- Complete projects on time and in an efficient manner
- Approach others in a tactful manner
- Be a team player with a positive attitude
- Adapt to changes in the work environment
- Consistently arrive on time with a professional appearance
- Demonstrate accuracy and thoroughness

OTHER SKILLS AND ABILITIES

Proficient in Word, Excel, PowerPoint, Adobe InDesign and Photoshop.

Knowledge of Archtics.

Ability to work in a team environment and handle several projects simultaneously.

Excellent customer service skills, written and verbal communication skills and organizational skills.

Candidate must be available to work full-time including evenings, weekends and holidays as requested. Interns are required to be able to lift 30 pounds as well as have a valid driver's license and dependable transportation.

Qualified candidates should forward a letter of interest, resume and three work-related references to:

Valero Alamo Bowl
100 Montana Street
San Antonio, TX 78203
E-mail: bakerj@alamobowl.com

Resumes are encouraged in advance of March 20, 2016 when a review of candidates will begin. Resumes received after this initial deadline will be accepted and reviewed on a weekly cycle as necessary until the positions are filled.

- **Stipend:** \$7.25 per hour
- **Length of Appointment:** July 16, 2016 through January 15, 2017
- **Time Requirement:** 40 hours per week with extended hours October - December.