



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 last week of December. In 2016, the bowl will also be the local host of Notre Dame's Shamrock Series game in San Antonio against Army on November 12.

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 and self-produced graphics.
- 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 as well as serve as the in-house editor for the bowl's game program writing and organizing copy and trafficking ads.
- 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 and follow up inclusive of customer correspondence via phone, email and in person.
- Account maintenance and 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 18, 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 11, 2016 through January 13, 2017
- **Time Requirement:** 40 hours per week with extended hours October - December.