



Valero Alamo Bowl Internships

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.

The bowl annually hires three (3) full-time interns focusing on events/hospitality, ticket sales/service as well as communications/digital marketing. While each intern will be involved with aspects of each area to gain a broader experience while serving the overall goal of our organization, the main responsibilities of each position include, but are not limited to the following:

COMMUNICATIONS / DIGITAL MARKETING

- Provide content for the bowl's website, social media accounts and weekly e-mail newsletter.
- Must have strong knowledge of InDesign and Photoshop. Video editing skills are preferred.
- Increase engagement across the bowl's social media through content creation and use of the latest digital technology and self-produced graphics.
- Provide analytics/reports for all sponsor and bowl activations.
- Work with bowl week Street Team to coordinate social strategy and messaging.
- 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.
- Oversee the online credentialing process and serve as the primary liaison for out-of-town media.

EVENTS / HOSPITALITY

- 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 using Adobe InDesign & Photoshop.
- 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, scheduling and managing as well as maintaining a volunteer database.
- Assist with storing, organizing, preparing, loading & unloading event items and supplies.
- Recruit, train and manage Fan Experience Team on game day.



TICKET SALES & SERVICE

- 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, e-mail and in person.
- Account maintenance and some reporting functions utilizing Archtics ticketing software.
- Oversee premium package sales and retention efforts related to VIP hospitality, suites and group outings.
- Assist with corporate partnership research, proposal preparation, communication and fulfillment.

GENERAL

- Assist with all aspects of day-to-day office operations including but not limited to managing contact lists, data-entry, answering phones, preparing meeting materials and running errands.

COMPETENCIES

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

- Track record of success demonstrating initiative and independent problem solving
- Responsible for handling own workloads and being self-motivated
- Able to manage, prioritize and bring multiple projects to completion
- Ability to work under pressure and autonomously
- Follow instructions and respond to management direction
- Follow organizational policies and procedures
- Approach others in a tactful manner
- Work collaboratively with other interns and staff on office-wide projects as needed
- Demonstrate accuracy and thoroughness
- Adapt to changes in the work environment
- Consistently arrive on time with a professional appearance

OTHER SKILLS AND ABILITIES

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

Knowledge of Archtics (ticket intern only)

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

Self-motivated, detail oriented, adaptable and dependable.

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 cover letter, resume, work/writing samples and three work-related references as PDF attachments to **Julie Baker | bakerj@alamobowl.com**

Application deadline is March 29, 2019.

- **Stipend:** \$10 per hour
- **Length of Appointment:** July 15, 2019 - January 17, 2020
- **Time Requirement:** 40 hours per week with extended hours October - December.