



## Digital Media/Content Creator Internship

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 is seeking someone to serve as our primary in-house content creator for our 30th Anniversary season in 2022. We only have a six person fulltime staff so this person plays a key role developing our brand with help from our outside advertising.

Tasks will be project driven and will encompass a wide variety of topics. Some responsibilities include:

- Content ideation and creation for social platforms (visit @valeroalamobowl on Facebook, Instagram, TikTok and Twitter to view last year's output)
- Production and editing of photo and video projects ranging from hype videos to TV ads
- Production and editing of graphic elements for video walls and LED boards as well as non-game related uses
- Production and editing of graphic elements like logos, invitations, and other needs for sponsorship fulfillment
- Coordination of a team of professional and volunteer photographers and videographers during Bowl Week
- Organization of photos, videos, and other media sources
- Other related 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
- 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
- Ability to successfully research and pitch engaging content ideas
- 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



## **OTHER SKILLS AND ABILITIES**

- Proficient in Adobe Premiere, Adobe After Effects, and Adobe Photoshop
- Knowledge of Microsoft Office Applications
- Knowledge of college football, content trends, and the San Antonio community
- Photography and videography skills
- Technologically savvy
- Self-motivated, detail oriented, adaptable, and dependable
- Strong customer service skills, written and verbal communication skills, and organizational skills
- Able to lift 30 pounds, have a valid driver's license, and dependable transportation

## **IDEAL CANDIDATE/TIME COMMITMENT**

The most successful person in this role joined us in the Spring of their sophomore year and worked a very flexible 10+ hours a week in the Spring/Summer, 15+ hours during football season, and then extended hours December 4 - 30. After working their second game as a senior, they had three fulltime offers for content creator positions with sports properties.

Typical hires are juniors attending San Antonio universities that join us for their Spring semester and their entire senior year as a large majority of the work is in-person. However, the Bowl is willing to consider outstanding candidates outside of San Antonio to work remote from March - July and then in-person August - January as a recent graduate or student enrolled in remote classes or taking a semester off.

Students with a rigorous schedule of finals in December or needing time off during the holidays should not apply.

## **STILL INTERESTED?**

Qualified individuals should email a link to a portfolio of work as well as cover letter, resume, and three work-related references as PDF attachments to **Julie Baker | [bakerj@alamobowl.com](mailto:bakerj@alamobowl.com)**

Resumes will be reviewed on a weekly cycle until the position is filled.

- Stipend:** \$12 per hour (plus overtime if over 40 hours worked in one week)
- Length of Appointment:** March 2022 through January 13, 2023 with opportunities for extensions
- Time Requirement:** Flexible based on scope of work. Typically 10-15 hours per week in Spring and summer, 15+ hours during football season, and extended hours December 4 - 30