



2017 Chick-fil-A Peach Bowl Internship Program

The Chick-fil-A Peach Bowl is seeking candidates to fill six internship positions for the 2017-2018 college football season. The internship program period begins June 15, 2017 and concludes February 15, 2018. Each position pays a stipend of \$1,800.00 per month. Please note that housing is not provided by the Chick-fil-A Peach Bowl. Interested candidates will be applying for internships in the following concentration areas:

- Communications/Public Relations
- Digital Media & Marketing
- Event Management (2 positions)
- Sales & Ticketing (2 positions)

This year's internship class will help plan and execute two Chick-fil-A Kickoff Games featuring the University of Alabama vs. Florida State University and the University of Tennessee vs. Georgia Tech. Interns will also play a vital role in the planning and execution of the Chick-fil-A Peach Bowl. Interns will also assist with other Chick-fil-A Peach Bowl events and initiatives during their term. Interns are assigned to a specific concentration area but are expected to provide support to all areas of the company's business in a direct, supporting or administrative role. Qualified applicants should be team first, sports-minded, self-motivators who are willing to accept the long hours and hard work required to succeed in the sports industry. Additionally, qualified applicants should be committed to pursuing a career in the business of athletics.

APPLICANT GUIDELINES

- Interested candidates can apply by submitting their cover letter, resume and contact information for three references to internships@cfabowl.com.
- Candidates applying for the Communications role are required to submit three writing samples in addition to a cover letter, resume and contact information for three references. Ideal examples of content to submit would be press releases, feature stories or similar professional writings.
- Candidates applying for the Digital Media/Marketing role should include work samples in addition to a cover letter, resume and contact information for three references. Recommended examples include URLs for online work, digital portfolios or similar relevant examples of experience.
- Candidate cover letters should fully respond to the following questions/requests:
 - Please clearly indicate which concentration area you are interested in obtaining.
 - Please indicate if you will have any academic obligations (classes, projects, etc.) during the internship period of June 15, 2017 through February 15, 2018
 - How does your prior work experience and skill set specifically make you the ideal candidate for an internship with the Chick-fil-A Peach Bowl?
- **All required documents must be received by March 9, 2017.** Applicant submissions without all of the required documentation will not be considered for the program. Applicant submissions not received by March 9, 2017 will not be considered for the program.
- **The cover letter, resume, contact information for references, and all other application materials should be in ONE file.**
- **Candidates should not contact the Chick-fil-A Peach Bowl office for initial status updates.** Candidate evaluation consists of a resume evaluation period, teleconference interview period and a final in-person interview period. Final selection of candidates is targeted for May 5, 2017. Please note that the final selection date could be extended as evaluations are conducted.

PROGRAM GOALS:

1. Provide each intern with the opportunity to learn more about his/her area of concentration in a professional, full time setting.
2. Allow each intern opportunities to gain valuable experience outside of his/her area of concentration by working on various key tasks for multiple Chick-fil-A Peach Bowl events including, but not limited to: the Chick-fil-A Kickoff Game, Chick-fil-A Peach Bowl College Corner and Chick-fil-A Peach Bowl.
3. Provide each intern the opportunity to prove his or her abilities with autonomous assignments during the course of the internship.

POSITION REQUIREMENTS:

1. Must be able to commit to working a minimum of 40 hours per week at the Chick-fil-A Peach Bowl office in Atlanta, GA. Interns are expected to work from the Bowl offices Monday through Friday, working from remote locations is not an option of the program. Work will be required after normal business hours, on holidays and weekends.
2. Should possess or be working towards an undergraduate degree. A post graduate/master's degree in an applicable field (Sport Management, Sport Administration, Marketing, Communications, MBA, etc.) is not required but highly preferred.
3. Must be able to handle pressure and take initiative.
4. Must have high attention to detail, and the ability to organize and complete a diverse set of tasks in a timely manner.
5. Strong verbal and written communication skills.
6. Strong working knowledge of Microsoft Office and other applicable computer programs.

Communications Intern

PRIMARY POSITION ROLE: Responsible for assisting with day to day projects and initiatives in support of PBI's communications, messaging and branding goals. Position will contribute to specific aspects of the organization's public relations and media operations efforts, while also assisting in other areas.

PRIMARY JOB RESPONSIBILITIES:

I. Media Lists

- Maintain and manage Bowl media lists and update as necessary

II. Press Clips

- Collect and sort all incoming clips
- Input clip / messaging data into PR database/Produce Clip Books

III. Collateral Production

- Coordinate production of game program, media guide and additional collateral materials.
- Assist with content development for all print projects

IV. Media Relations

- Write, edit and proof news releases/media alerts
- Assist in developing story angles and media outreach
- Book/coordinate media interviews
- Management / production of Bowl press kits
- Respond to media inquiries

V. Media Operations

- Assist with fulfillment and distribution of media credentials/parking passes
- Assist with the creation and execution of the media operations timelines
- Assist in Bowl Week media operations, including media hotel operations, press conferences, media transportation, etc.
- Game day
 - Assist in set up of press box
 - Operate Media Will Call
 - Enforce/monitor field level policies
 - Assist with post-game press conference/procedures
 - Assist with management of media operations volunteers

VI. Hall of Fame

- Research and collect data on current inductee class
- Assist with travel coordination and local transportation
- Assist with on-site hospitality
- Research potential inductees

VII. Other

- Research as needed
- Maintenance of PR Division operations manual
- Scheduling of photographers and creation of shot charts
- Scheduling of PR team meetings
- Assist with tickets sales calls as needed
- Assist other interns as needed (Staff College Corner, volunteer events, Board meetings, etc.)
- Assist with Play It Smart Program
- Assist with Chick-fil-A Peach Bowl Challenge Preparation
- Assist with Dodd Trophy initiatives
- Monitor/update game record books

***Responsibilities are subject to change**

STAFF SUPERVISION: Vice President of Communications and the Communications Manager

PREFERENCES FOR AN IDEAL CANDIDATE:

1. Previous communications experience in the sports industry
2. Strong writing skills and proficiency in AP Style
3. Media operations/event planning experience, particularly related to a major sporting event
4. Experience working with media
5. Strong attention to detail and research skills around game statistics, record monitoring, etc.
6. The ability to work well individually and as a team member in a fast-paced and evolving work environment.
7. Display a willingness to learn and complete tasks regardless of their nature.
8. Working knowledge of college football and the College Football Playoff.

Digital Media & Marketing Intern

PRIMARY POSITION ROLE: This position will be responsible for supporting all digital media & marketing efforts.

PRIMARY JOB RESPONSIBILITIES:

I. Social Media

- Daily monitoring of all social properties
- Write and edit content including copy, photos and graphics
- Regularly use Adobe Creative Cloud to create graphics
- Weekly tracking of analytics
- Plan and implement social media efforts
- Scheduled benchmarking of trends inside and outside of the Bowl industry
- Build and maintain content calendar

II. Website

- Content writing and editing
- Content updating
- Facilitation of staff update requests
- Statistical tracking

III. Marketing

- Create and manage content and publication of “This Week from the Chick-fil-A Peach Bowl”
- Assist in implementation of the Bowl’s annual marketing and communications plan
- Assist in production, shooting and release of video segments
- Assist in various aspects of Bowl signage plan as required
- Coordinate and execute Hotel FanFest event during Bowl Week
- Assist in E-mail marketing efforts

IV. Dodd Trophy

- Create Preseason, Midseason and Final Watch List based on specific Dodd Trophy filters
- Prepare weekly comparisons of coaches for Coach of the Week
- Monitor, create content, track analytics, keep calendar and post for social media accounts

V. Other

- Scheduling of marketing/communication meetings
- Assist Bowl staff and fellow interns as required
- Assist with research projects as needed
- Assist with ticket sales calls as needed
- Assist with mailings
- Additional duties as assigned

***Responsibilities are subject to change**

STAFF SUPERVISION: Chief Operating Officer, Director of Integrated Marketing and the Marketing and Digital Manager

PREFERENCES FOR AN IDEAL CANDIDATE:

1. Previous experience running/assisting with organization’s social media accounts
2. Experience creating, managing and/or adhering to a content calendar
3. Exceptionally strong attention to detail
4. Creative/Innovative thinker
5. Interest in trends across the digital landscape
6. Working knowledge of Adobe Creative Cloud (preferred but not mandatory)
7. Writing experience (preferred but not mandatory)
8. Display a willingness to learn and complete tasks regardless of their nature
9. Working knowledge of college football and the College Football Playoff

Corporate Sales Intern

PRIMARY POSITION ROLE: This position will be responsible for supporting corporate sales and ticket operations.

PRIMARY JOB RESPONSIBILITIES:

- I. Maintain the Inventory Management System (IMS) for all corporate sales contracts
- II. Serve as the lead for all on-field promotions activities during the Chick-fil-A Kickoff Game and Chick-fil-A Peach Bowl
- III. Corporate sponsorship invoicing for the Chick-fil-A Kickoff Game and Chick-fil-A Peach Bowl
- IV. Creation and maintenance of the sponsorship contract book for the Chick-fil-A Kickoff Game and Chick-fil-A Peach Bowl
- V. Creation of sales presentations for potential corporate clients
- VI. Creation end-of-year or end-of-event sponsorship recaps
- VII. Chick-fil-A Peach Bowl Board of Advisors Program
 - o Sending bi-weekly e-mails to members
 - o Collecting RSVP's for all meetings
 - o Handling all member ticket-related questions
 - o Maintaining a real-time record of all Board of Advisor ticket sales
- VIII. Assist with ticket sales support, including but not limited to:
 - o Contacting current and potential ticket buyers via phone and/or e-mail to purchase tickets for the Chick-fil-A Peach Bowl and Chick-fil-A Kickoff Game
 - o Prospecting potential Peach Bowl ticket buyers through our existing database, Book of Lists, LinkedIn or any other legitimate sales mechanism.

***Responsibilities are subject to change**

STAFF SUPERVISION: Vice President of Sales and the Director of Ticket Sales

PREFERENCES FOR AN IDEAL CANDIDATE:

1. Previous experience working with game day promotions, sponsorship fulfillment, direct sales or ticket sales
2. The ability to work well individually and as a team member in a fast-paced and evolving work environment
3. Display a willingness to learn and complete tasks regardless of their nature
4. Working knowledge of college football and the College Football Playoff

Ticket Sales Intern

PRIMARY POSITION ROLE: This position will be responsible for supporting ticket operations and corporate sales.

PRIMARY JOB RESPONSIBILITIES:

I. Customer Service and Ticket Sales Operations

- Contacting current and potential ticket buyers via phone and/or e-mail to purchase tickets for the Chick-fil-A Peach Bowl and Chick-fil-A Kickoff Game
- Prospecting potential Chick-fil-A Peach Bowl ticket buyers through our existing database, Book of Lists, LinkedIn or any other legitimate sales mechanism.
- Responding promptly to all voicemails and e-mail communications from corporate sales clients/prospects and renewal/new ticket buyers
- Logging all of your phone calls on a daily basis to maintain accurate, detailed records
- Entering credit card/check orders into Archtics for the Chick-fil-A Kickoff Game, SEC Championship, Chick-fil-A Peach Bowl and all ancillary events
- Assisting with the fulfillment of all Chick-fil-A Kickoff Game, SEC Championship and Chick-fil-A Peach Bowl Tickets
- Answering phone calls on the Ticket phone line and e-mails in the Tickets inbox

II. Chick-fil-A Peach Bowl Board of Advisors Program

- Sending bi-weekly e-mails to members
- Collecting RSVP's for all meetings
- Handling all member ticket-related questions
- Maintaining a real-time record of all Board of Advisor ticket sales

***Responsibilities are subject to change**

STAFF SUPERVISION: Director of Ticket Sales and the Vice President of Sales

PREFERENCES FOR AN IDEAL CANDIDATE:

1. At least one (1) year of experience in a collegiate or professional ticket office
2. Extensive customer service experience via phone and email
3. Ticket sales fulfillment experience
4. The ability to work well individually and as a team member in a fast-paced and evolving work environment
5. Display a willingness to learn and complete tasks regardless of their nature
6. Working knowledge of college football and the College Football Playoff

Events Interns

PRIMARY POSITION ROLE: These positions will be responsible for assisting with the planning and execution of events associated with the Chick-fil-A Kickoff Game, Chick-fil-A Peach Bowl College Corner and Chick-fil-A Peach Bowl.

PRIMARY JOB RESPONSIBILITIES:

I. Chick-fil-A Kickoff Game

- Chick-fil-A Kickoff Game Volunteer Management
- Georgia World Congress Center Interior Ancillary Events
- Georgia World Congress Center Exterior Ancillary Events
- Chick-fil-A Kickoff Game In-Game Operations

III. Chick-fil-A Peach Bowl

- Chick-fil-A Peach Bowl Volunteer Operations
- Board of Advisors Committee
- National Football Foundation Program
- Chick-fil-A Peach Bowl “Battle for Bowl Week”
- Dodd Trophy Program
- Chick-fil-A Peach Bowl Protocol Committee
- Hotel FanFest
- Chick-fil-A Peach Bowl Parade
- Chick-fil-A Peach Bowl FanFest
- Chick-fil-A Peach Bowl Fan Ambassador Program
- Chick-fil-A Peach Bowl Economic Impact Program
- Chick-fil-A Peach Bowl PrimeSport Hospitality Events
- Chick-fil-A Peach Bowl In-Game Operations

***Responsibilities are subject to change**

STAFF SUPERVISION: Vice President of Events, Director of Events, Events Manager and the Events Coordinator

PREFERENCES FOR AN IDEAL CANDIDATE:

1. Previous lead or supporting role in event operations position
2. Strong communications & interpersonal skills
3. Highly level attention to detail
4. Ability to prioritize, manage, and bring multiple projects to completion
5. Previous experience managing volunteer groups preferred
6. The ability to work well individually and as a team member in a fast-paced and evolving work environment
7. Display a willingness to learn and complete tasks regardless of their nature
8. Working knowledge of college football and the College Football Playoff