



2019 Chick-fil-A Peach Bowl Internship Program

Peach Bowl, Inc. is seeking candidates to fill six internship positions for the 2019-2020 college football season. The internship program period begins June 17, 2019 and concludes Feb. 14, 2020. Each position pays a stipend of \$1,800.00 per month. Please note that housing is not provided by Peach Bowl, Inc. 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 the Chick-fil-A Kickoff Game featuring the University of Alabama vs. Duke University, in addition to playing a vital role in the planning and execution of the College Football Playoff Semifinal at the Chick-fil-A Peach Bowl. Interns will also assist with other Peach Bowl, Inc. 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 17, 2019 through Feb. 14, 2020.
 - 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 1, 2019.** Applicant submissions without all of the required documentation will not be considered for the program. Applicant submissions not received by March 1, 2019 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 Peach Bowl, Inc. 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 early April. 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 Peach Bowl, Inc. events including, but not limited to: the Chick-fil-A Kickoff Game, Chick-fil-A Peach Bowl College Corner and the College Football Playoff at the 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 Peach Bowl, Inc. office in Atlanta. 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
 - Fan guide
 - Flip cards
 - 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
- 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.
- Update the official Bowl media app
- Game day
 - Assist in set up of press box
 - Operate Media Will Call
 - Enforce/monitor field level policies
 - Assist with postgame press conference/procedures
 - Assist with management of media operations volunteers

VI. Hall of Fame

- Research and collect data on current inductee class
- 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 and updating agendas
- Assist other interns as needed (Staff College Corner, volunteer events, Board meetings, etc.)
- Assist with Play It Smart and Endowed Scholarship programs
- Assist with Dodd Trophy initiatives including drafting releases and creating profiles for all Dodd Trophy Finalists
- Monitor/update game record books and game stories
- Assist with compiling game notes on matchups

***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.