



## 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](mailto: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.

## Digital Media & Marketing Intern

**PRIMARY POSITION ROLE:** This position will be responsible for supporting day to day projects and season-long initiatives in line with PBI's marketing and branding goals. This role will contribute to specific aspects of the organization's social media and digital marketing efforts while also assisting in other areas as needed.

### **PRIMARY JOB RESPONSIBILITIES:**

#### **I. Social Media**

- Coordinate & Execute posting (with direction from the Integrated Marketing Coordinator) for all Chick-fil-A Peach Bowl and Dodd Trophy social media accounts
- Ideate and create content both in-game and for corporate partners that fit our brand voice
- Respond to fans in a timely manner when appropriate (answer questions, engage/create two-way conversation, etc.)
- Manage reporting on all social goals — weekly and monthly tracking of analytics, content performance and competitor reports
- Stay current with best practices, strategies, industry standards and regulations related to social media
- Stay current with social media trends and topics (both in and out of college football)
- Adhere to all internal social media guidelines and brand voice

#### **II. Website & Mobile App**

- Facilitation of staff update requests to website and mobile app content
- Create mobile app notification and communication schedule
- Assist Integrated Marketing Manager with website content updates as needed

#### **III. Marketing**

- Assist Integrated Marketing Manager to create and manage content and publication of PBI's e-newsletter
- Assist with content creation and formatting of e-blast communication to ticket holders through schools
- 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 executing Bowl signage plan as required
- Coordinate and execute Hotel FanFest event during Bowl Week

#### **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**

- Create graphics for social media and marketing in Adobe Creative Cloud
- Scheduling of marketing/communication meetings
- Assist Bowl staff and fellow interns as required
- Assist with research projects as needed
- Additional administrative duties as assigned

**\*Responsibilities are subject to change**

**STAFF SUPERVISION:** Chief Operating Officer, Integrated Marketing Manager, Integrated Marketing Coordinator

### **PREFERENCES FOR AN IDEAL CANDIDATE:**

1. Working knowledge of Adobe Creative Cloud
2. Previous experience running/assisting with organization's social media accounts
3. Experience creating, managing and/or adhering to a content calendar
4. Exceptionally strong attention to detail
5. Creative/Innovative thinker
6. Interest in trends across the digital landscape
7. Experience writing copy for social & digital platforms
8. Display a willingness to learn and complete tasks regardless of their nature
9. Working knowledge of college football and the College Football Playoff