



## 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.

## Events Interns

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

### **PRIMARY JOB RESPONSIBILITIES:**

#### **I. Chick-fil-A Kickoff Game**

- True Taste of Music
- VIP Reception
- Chick-fil-A Kickoff Game Interior Ancillary Events
- Chick-fil-A Kickoff Game Exterior Ancillary Events
- Fan Ambassador Program
- Economic Impact Program

#### **II. Chick-fil-A Peach Bowl**

- Board of Advisors Committee
- ESPN Awards Dinner
- 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

#### **III. Volunteer Operations**

- Chick-fil-A Kickoff Game and Chick-fil-A Peach Bowl Volunteer Management
- Volunteer Uniform Distribution
- Overall Communication to Volunteers
- Volunteer Registration System Management
- Event assistance for Volunteer Meetings & Training Sessions

**\*Responsibilities are subject to change**

**STAFF SUPERVISION:** Events Staff

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

1. Previous lead or supporting role in event operations position
2. Strong communications & interpersonal skills
3. High 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. Proficient in Microsoft Office including, Word, Excel, PowerPoint and Outlook
9. Working knowledge of college football and the College Football Playoff
10. The ability to work longer hours due to events occurring on nights and weekends, including unlimited availability during Bowl Week (estimated December 22nd, 2019 - December 28th, 2019)