



## 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.

## **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