



JOB DESCRIPTION

POSITION: Communications Intern
DEPARTMENT: Communications and Media Relations
REPORTS TO: Vice President, Communications and Community Relations
STATUS: Unpaid, College Credit Only

SUMMARY: Serve as assistant to in Communications/Media Relations Department with duties as it relates to the OBC programming and events.

Essential Functions

Media Relations:

- ◆ Assist in the coordination and dissemination of information of all Orange Bowl Festival Events; bringing information (in a predominantly positive light) to the media and other groups such as OBC ticket patrons and fans.
- ◆ Perform day-to-day departmental operation tasks as it relates to the strategic plans and daily reporting formats with emphasis on OBC news clippings.
- ◆ Serve as primary assistant in the supervision of temporary bowl week paid and unpaid workers.
- ◆ Responsible for providing daily and weekly communication reports as well as attendance at all designated OBC meetings, events and promotions.
- ◆ Support external communication to all media outlets and assigned bodies concerning OBC programming and events; encompassing areas of media/public relations, television production, website operations, media operations and publication production. Inter-department contact for events, per assignment.
- ◆ Travel to OBC off-site events; including OBYFA weekend events, related television show productions, Bowl week locations, among others.
- ◆ Coordinate tasks as it's relates to OBC archival history (old game programs, game films & videos for all events, event photography).
- ◆ Assist with content, layout and production of all publications.
- ◆ Assist with organizational long-term strategic analysis and goal-setting process.
- ◆ Assistance on special projects and other tasks as assigned by supervisor.

Qualifications:

- ◆ Highly organized and attention to detail. Excellent communications and interpersonal skills. Proofreading skills required.
- ◆ Proficiency in MS Outlook, Word, Excel and PowerPoint. Photoshop and Publisher a plus.
- ◆ Must be available to work ALL Orange Bowl Committee events (weekdays and weekends) including but not limited to the Orange Bowl Youth Football League
- ◆ Other tasks as assigned by Department Heads.
- ◆ Should have an interest in pursuing career in Communications, Public Relations, and Media Relations.

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