



JOB DESCRIPTION

POSITION: Marketing and Promotions Intern
DEPARTMENT: Marketing and Promotions
REPORTS TO: Manager of Marketing and Promotions
STATUS: Unpaid, College Credit Only

SUMMARY: Marketing and promotional efforts such as: Advertising, Marketing Communications, Ticket Promotions, In-Game Entertainment/Promotions, Event Management, street team and game day activation, Marketing and Analysis.

ESSENTIAL FUNCTIONS:

Marketing Operations:

- Assist in the development of marketing strategies to increase overall brand awareness of OBC and its events
- Assist in coordinating OBC's marketing research projects
- Assist in creation of event scripts
- Assist in creation and execution of in-game promotions and entertainment
- Assist in coordination of talent and on-stage promotions for the Orange Bowl Game Day Fan Zone
- Assist in development and execution of all community promotions to include:
 - Creative Arts Contest (Grades K-12)
 - Additional Community Initiatives and Orange Bowl promotions as assigned
- Assist in the coordination of OBC promotions team (Patch Patrol)
- Assist with Patch Patrol Promotions throughout South Florida
 - The Patch Patrol staffing according to the promotional schedule
 - The scheduling and organize logistics and implementation during promotions
- Assist with researching, ordering and managing inventory of promotional giveaway items
- Assist with coordination of mascot appearances
- Assist with coordination of OBC's promotions van
 - Assist in promotions as related to the various Orange Bowl Festival Events, including but not limited to the following:
 - Discover Orange Bowl
 - Orange Bowl Game Day Fan Zone
 - Orange Bowl Halftime Show
 - Orange Bowl Basketball Classic
 - Orange Bowl Kick-Off Party
 - Orange Bowl Coaches Luncheon
 - Orange Bowl Youth Football Clinic
 - Orange Bowl Youth Football Alliance
 - Orange Bowl Youth Football Championships
 - Orange Bowl Cheer & Dance Championships
 - Orange Bowl Creative Art Contest
 - Orange Bowl Field of Dreams / The OBIEs
 - Orange Bowl Orange Drive
 - Orange Bowl Downtown Countdown
 - Orange Bowl Paddle Championships

- Orange Bowl Lacrosse Classic
- Orange Bowl International Tennis Championships
- Orange Bowl International Youth Regatta
- Orange Bowl Track & Field Invitational
- Orange Bowl Swim Classic
- Orange Bowl Prayer Breakfast
- Orange Bowl Legacy Project
- Orange Bowl Community Appearances
- Assist with creation of recap books of all media, collateral and licensing items

General:

- Assist with research, presentation and implementation of marketing plan and budget for Orange Bowl events
- Assistance on special projects
- Representation at various South Florida business functions and sporting events
- Other tasks as assigned by supervisor and senior management

Qualifications:

- Ability to manage, prioritize and bring to completion multiple projects.
- 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.

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