



Communications and Digital Marketing Internship

The Valero Alamo Bowl is accepting applications for a full-time, seasonal intern from August 4, 2025 – January 16, 2026.

Responsibilities

Given our small staff size, this position will serve as Bowl's key media services contact and be responsible for:

- Edit/Producing content for the Bowl's website, publications, and weekly email newsletter
- Assisting Events Coordinator with all community relations initiatives/coordination to include teacher recognition and military appreciation programs
- Assisting Marketing Coordinator with social media analysis and sponsorship deliverables
- Capturing photo and video at events to be published on social media and Bowl's website
- Designing, writing, and producing the bowl's media guide, game program, and fan guide
- Overseeing all online media credentialing, press conferences as well as all press operations during Bowl Week
- Coordinate with school athletic departments for weekly Team Selection trips

These wide-ranging duties have allowed successful people in this position to secure full-time roles with MLB, NASCAR, LPGA, and college sports information offices.

Competencies

To perform the job successfully, an individual should demonstrate the following:

- Track record of success demonstrating initiative, organization skills and independent problem solving
- Responsible for handling own workload and being self-motivated
- Able to manage, prioritize, and bring multiple projects to completion with limited supervision
- Ability to work under pressure and autonomously
- Follow instructions and respond to management direction
- Follow organizational policies and procedures
- Work collaboratively with other interns and staff on office-wide projects and events as needed
- Demonstrate accuracy, thoroughness, and timeliness
- Adapt to changes in the work environment

Additional Skills and Abilities

- Proficient in Microsoft Office Suite
- Experience with Adobe InDesign and Photoshop or similar (video editing experience a plus)
- Ability to work in a team environment and handle several projects simultaneously
- Capable of turning around projects on same-day deadlines
- Self-motivated, detail oriented, adaptable, and dependable
- Excellent customer service skills, written and verbal communication skills and organizational skills

Interested in Joining the Team?

To apply, please send a cover letter and resume that details your computer/desktop publishing, communication, and organizational skills as well as three work related references via email to Julie Baker at bakerj@alamobowl.com

- Hourly: \$12 per hour plus overtime after 40 hours worked per week
- Length of Appointment: August 4, 2025 – January 16, 2026
Time Requirement: 40 hours per week with extended hours November – December.
- The candidate must be available to work full-time including evenings, weekends and holidays as requested. Interns are required to be able to lift 30 pounds as well as have a valid driver's license and dependable transportation.

Testimonials:

- "Each month my level of responsibility increased at the Bowl. By December, the scope of my duties exceeded what I had in my first 2 years at my full-time job." – LW
- "My 5 months at the Valero Alamo Bowl gave me the experience and foundation to both secure MY dream job and contribute immediately." – YC
- "Working at the Bowl was more fun and rewarding than I could have imagined. Every day presented different tasks and challenges allowing me to grow my skills while feeling like a valued member of a team working toward one goal." – DW