



Sales and 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 in-person position will support the Bowl's ticket sales and services and marketing functions as follows:

- Oversee online event ticket marketing and sales programs as well as season tickets which includes sale, payment, and fulfillment
- Oversee ticket program related to the bowl's scholarship program
- Coordinate ticket sales campaigns, including lead generation, contact and follow-up inclusive of customer correspondence
- Oversee premium package sales and retention efforts related to VIP hospitality, suites, and group outings
- Assist with corporate partnership research, communication, and fulfillment
- Manage the Bowl's website sales including suites, premium hospitality, event tickets, and upgrades
- Cold and warm calling

These wide-ranging duties have allowed successful people in this position to secure full-time sales and account coordinator roles with MLB, NFL, NHL, and universities.

Competencies

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

- Track record of success demonstrating initiative 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 as needed
- Demonstrate accuracy and thoroughness
- Adapt to changes in the work environment

Additional Skills and Abilities

- Proficient in Word, Excel, and PowerPoint
- Knowledge of Ticketmaster/Archtics preferred
- Ability to work in a team environment and handle several projects simultaneously
- 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, 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.
- 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:

- “My favorite part was getting to work on so many things to both make my time at the Bowl fly by as well as round out resume.” – KH
- “I’ve never learned more or had more fun in such a short period. It was a lot of work, but so worth it given the opportunities I had when it was over.” -- WS
- “My 5 months at the Valero Alamo Bowl gave me the experience and foundation to both secure a dream job and contribute immediately.” -- YC