



# MARKETING AND GROUP SALES INTERN JOB DESCRIPTION

## **About Global Spectrum:**

As the fastest growing venue management firm in the world, Global Spectrum provides innovative leadership for public assembly facilities, including arenas, civic and convention centers, stadiums, ice facilities, equestrian centers and theatres looking to privatize. As a subsidiary of Philadelphia based Comcast-Spectacor, Global Spectrum also operates two other businesses, Front Row Marketing and Global Spectrum Asia, Ltd. In addition to Global Spectrum, Comcast Spectacor maintains ownership of the Philadelphia Flyers (of the NHL), the Wells Fargo Center, the Wells Fargo Complex, and Comcast SportsNet.

## **Summary:**

Coordinate, implement and work on projects that will contribute to the implementation of Event Marketing plans for the event season at the Augusta Entertainment Complex (James Brown Arena and William B. Bell Auditorium). Assist the Director of Marketing in completing tasks necessary for marketing campaigns for events coming to the venue. This is a unique opportunity to learn what goes into a comprehensive marketing campaign for concerts, family shows, and special events.

**Reports to:** Marketing and Group Sales Team

## **Requirements:**

- Know how to effectively use the internet for research
- Strong writing and communication skills
- Working knowledge of Word, Excel, PowerPoint, Photoshop a plus
- Must be assertive, outgoing, creative, hard-working, resourceful, independent thinker who is greatly interested in working in Sports/Entertainment Marketing
- Must be rising college junior or senior seeking an internship to satisfy a college credit requirement (Internship is unpaid, and housing/transportation are the Interns' responsibility)

## **Job Duties:**

- Learn to create event marketing and PR plans
- Attend meetings with marketing staff including those with local community organizations
- Conduct research each week regarding competitive events in the CSRA area by identifying target markets
- Conduct research for various marketing and group sales projects on a per-show basis
- Learn to develop grassroots efforts – i.e. negotiating trades, getting materials printed (posters, flyers, register to win boxes) and getting materials out into the CSRA.
- Work with marketing team in the planning and execution of pre-event parties and promotions, VIP room activities, birthday parties, meet & greets
- Learn to create and maintain databases and spreadsheets
- Help overhaul our “How You Doin?” Customer Service program by brainstorming ideas, creating plans on implementing the customer service program, and assisting with trade
- Coordinate and represent the Augusta Entertainment Complex to promote events via booths/tables at festivals, fairs, and other events with high traffic to publicize arena and events
- Gather event news clips
- Learn and assist with implementation of marketing campaigns on several social media outlets
- Brainstorm with marketing team and help execute public relations initiatives

- Ability to attend local community meetings with marketing staff, such as young professionals groups
- Learn from Group Sales Manager how to promote Augusta Riverhawks Hockey Games, Group Theme Nights, Family Shows and other events to group customers
- Learn to conduct Group Sales Cold Calls for promoting events on sale and for generating new business leads
- Learn to handle customer seat selection and processing orders
- Learn to conduct tours of the facility while conveying knowledge of the facility, amenities and upcoming events
- Basic office duties such as making phone calls, copying, faxing, emailing, and searching the internet
- Work non-traditional hours as tasks warrant to help with day-of-event preparation and activities

**To apply:**

Please send your resume to Megan Vincent at [mvincent@arccc.com](mailto:mvincent@arccc.com).