



## **COLONIAL LIFE ARENA INTERNSHIPS**

### **Events Internship**

**Summary:** Handling an event from start to finish including advancing the show, show day event operations, scheduling employees, payroll, and event settlement

**Reports to:** Asst. General Manager, Events Manager and Security Coordinator

#### **Requirements:**

- Must have a working knowledge of Excel
- Ability to work flexible and nontraditional hours including nights and weekends at events such as basketball, football, concerts, etc
- Must be organized and hard working
- Should be a team player with great interpersonal skills
- Desire to be on the events side of Sport and Entertainment

#### **Job Responsibilities:**

- Manage part time employees
- Responsible for the part time employee's schedule for each Colonial Life Arena event and assist in the interviewing/hiring of part time employees
- Assist with payroll as needed
- Assist with the booking of events particularly the estimates for management
- Coordinate outside agency support with EMS, fire department, police department, etc
- Help with all event operations on the day of the show
- Event settlements
- Budgeting
- Organize and rent meeting space
- Event logistics

#### **Accountability:**

- Carry out all assigned tasks, duties and responsibilities to help achieve the overall goal of a successful season
- Take ownership of all duties and carry out all tasks fully and appropriately
- Follow up on delegated tasks and hold those people accountable
- Interact with professionalism in all business matters
- Work on opportunities for development
- Fair and impartial attitude toward all work duties

**\*\*\*This is an unpaid internship\*\*\***



## **Operations Internship**

**Summary:** Work within the operations department to complete tasks needed to transform arena setup from one event to the next. Help to maintain the daily functionality of the entire facility.

**Reports to:** Operations Coordinator

### **Requirements:**

- The applicant must also be able to lift 40-50 pounds as well as work some nights and weekends.
- Must have a working knowledge of Excel
- Ability to work flexible and nontraditional hours including nights and weekends at events such as basketball, football, concerts, etc
- Must be organized and hard working
- Should be a team player with great interpersonal skills
- Desire to be on the events side of Sport and Entertainment

### **Job Responsibilities:**

- Scheduling part-time employees.
- Assist with bi-weekly payroll.
- Help coordinate all changeovers and arena setups of events entering the arena.
- Work closely with Events Department to ensure all of events needs are met on load-in day.
- Assist with day-to-day operations taking place at the arena.

**\*\*\*This is an unpaid internship\*\*\***



## **Box Office Internship**

### **Summary**

Obtain a comprehensive understanding of the operation of the box office at the Colonial Life Arena. Assist the Box Office Manager, Assistant Box Office Manager, and Box Office Coordinator with any tasks necessary in the day to day running of the box office.

### **Requirements**

- Exceptional customer service and communication skills both at the box office windows and on the phone.
- Operational knowledge of Microsoft Word, PowerPoint, Photoshop, and Excel.
- Self-motivated with the ability to learn and be productive in the fast paced environment of an arena box office.
- Detail oriented and able to handle multiple tasks.

### **Duties**

- Sell tickets at the windows when needed using computerized ticketing systems.
- Learn the importance of cash handling and balancing out after an event.
- Answer phones with correct information and in a timely fashion.
- Work with the various departments in the arena at any given time to coordinate necessary information concerning event tickets.
- Process ticket orders.
- Organize Will Call tickets for events.
- Help with building events and correspond with various show promoters when needed.
- Act as a supervisor on certain event nights to help with any questions the event staff might have.
- Work various hours including nights, weekends, and long hours depending on the schedule of events.
- Maintain a positive attitude at all times.
- Be flexible to any other duties assigned by Colonial Life Arena personnel.

**\*\*\*This is an unpaid internship\*\*\***



## **Group Sales Internship**

**Summary:** A primarily sales based position that also provides experience in ticketing, marketing, event coordinating, and premium services. Assist in implementing creative packages, theme nights, and events while helping to maintain key customer sales accounts.

**Reports To:** Group Sales Manager and Group Sales Coordinator

### **Requirements:**

- College student looking to work for academic credit
- Able to work in a fast paced environment
- Strong communication and computer skills required
- Detail oriented, self-motivated and ability to work under minimal supervision
- Outgoing and personable demeanor
- Graphic design experience a plus

### **Job Responsibilities include, but are not limited to the following:**

- Covering the main Group Sales telephone line and acting as an information guide to clients calling in about upcoming events
- Taking show orders and controlling the daily box office flow
- Mailing tickets with proper collateral materials
- Accompanying Group Sales staff during onsite calls
- Assisting with building the Group Sales database
- Helping to research corporations, scouts, schools, and other businesses that may be interested in events
- Helping with the creation of ticket packages and show flyers
- Actively selling Entertainment Suites
- Attending any necessary events to help with activities
- Researching and executing promotions in the community
- Attending all organizational meetings
- Assisting the staff with any client parties, birthday parties, tours, and corporate functions
- Assisting with Carolina Basketball in game asset coordination
- Telemarketing for events as needed

### **Accountability:**

- Directly contributes to both individual event and yearly department sales goals

**\*\*\*This is an unpaid internship\*\*\***



## Marketing Internship

**Summary:** Coordinate, implement and work on a wide variety of projects that encompass the event season at Colonial Life Arena. Assist the Director of Sales & Marketing, Marketing Manager and Marketing Coordinator in completing tasks necessary to increase overall ticket sales of events at Colonial Life Arena.

**Reports to:** Director of Sales & Marketing, Marketing Manager, Marketing Coordinator

### **Requirements:**

- Open to COLLEGE STUDENTS ONLY, Junior, Senior, and Graduate Students
- Must receive academic credit (students are required to provide documentation of receiving academic credit for the internship experience)
- NO financial compensation is available for any position
- Travel and housing arrangements are the responsibility of the students
- Some game nights and/or weekend participation may be required depending on the internship
- Part-time or full-time opportunities available
- Working knowledge of Microsoft Office and Adobe programs.
- Strong writing and communication skills.
- Must be: assertive, outgoing, creative, hard-working, resourceful and an independent thinker who is highly interested in working in Sports/Entertainment industry.
- This internship provides an opportunity to learn what goes into comprehensive marketing campaigns for the largest arena in South Carolina and how day to day marketing departments are run.

### **Job Responsibilities:**

- Assisting with and executing event marketing plans
- Community grassroots efforts:
  - Distributing fliers
  - Hanging posters
  - Coordinating marketing table at PR events, festivals, basketball games
  - \*This will include hours worked outside of 9-5, M-F\*
- Representing the arena at booths/tables at festivals, fairs and other events with high traffic to publicize the arena and our events \*This requires time before home football games for Fall candidates\*
- Data entry for Cyber Club
- Email marketing initiatives (creating, execution, reporting)
- Writing press releases and media advisories
- Helping to create and deliver media drops
- Gathering event news clips
- Updating Media lists
- Brainstorming and executing PR event ideas
- Project research: will require making phone calls, faxing, emailing, searching the internet, and conducting meetings with various individuals within the market
- Assisting with Media at events
- Work non-traditional hours as tasks warrant
- Interact with marketing and building staff when working on various projects
- Attend weekly marketing meetings that will be beneficial in completing tasks
- Covering the front desk, when needed

**Accountability:** Carry out assigned tasks to help achieve the overall goal of a successful season. **\*\*\*This is an unpaid internship\*\*\***