



**Job Title:** USFL Gameday Intern

Based in Birmingham, Alabama, Bruno Event Team is the industry leader in dedicated sports event management. Established in 1996 by Ronald Bruno and Gene Hallman, Bruno Event Team quickly set itself apart in service to the pros who play the game, the sponsors who make it all possible and the consumers purchasing tickets. We are a team of dedicated professionals, with expertise in all aspects of event management, marketing and operations.

You can find additional company information as well as event-specific information on [our website](#).

The [USFL](#) is a professional American football league owned and operated by FOX. The league consists of eight teams and a 12-week spring season played from mid-April through early-July.

**Job Description:**

The USFL Gameday Intern will work with our operations and marketing teams and focus on the United States Football League. This person will focus on marketing, operations and community engagement initiatives. This is an hourly position that will operate in both professional office and onsite event environments in Birmingham, Alabama.

**USFL Gameday Intern will assist with the following duties & responsibilities:**

**MARKETING & PUBLIC RELATIONS**

- Develop marketing and media plans - tv, radio, outdoor & digital
- Coordinate with sponsors
- Develop creative content and post on social media accounts
- Develop influencer marketing campaigns
- Public address script writing
- Pressbox management & media credentialing
- Coordinate player and coach interviews
- Photography / videography at games & engagements

**COMMUNITY ENGAGEMENT & GRASSROOTS MARKETING**

- Coordinate player and coach appearances
- Develop player and coach volunteer initiatives
- Work with local schools to develop USFL-centric curriculum
- Strategically distribute tickets and promotional material to local businesses, schools and clubs
- Develop cross-promotions with local businesses, sports teams and events
- Develop unique partner experiences – e.g. on-field access, run out with team, etc.
- Ensure corporate partners have a positive gameday experience

**EVENT OPERATIONS**

- Coordinate stadium ushers & private security
- Execute sponsor activations and gameday entertainment activities
- Develop run of show and activation timing
- Stadium operations oversight – parking, traffic, ticket lines, concession lines, etc.
- Work with operational vendors for event equipment needs – tents, power, scaffolding, etc.

## **GENERAL**

- Stay current with and provide thought leadership on industry trends and best practices
- Maintain budgets and manage campaign costs and invoices
- Collaborate with event management and accept constructive input and feedback
- Monitor third-party vendors to ensure accurate and timely execution
- Perform other duties as assigned

## **SKILLS**

- Self-motivated and team player who thrives in a fast-paced environment
- Excellent written and verbal communication skills
- Strong organization skills with an ability to prioritize and multi-task several projects at a time
- Analytical mindset and critical thinking
- Ability to schedule, appreciate, and meet deadlines
- Comfortable communicating within all levels of an organization
- Proficiency with Microsoft Office Suite
- Knowledge and interest in sports is helpful, but not required

## **EDUCATION**

- Suggested majors include: Sports Management, Hospitality Management, Operations Management, Marketing, Communications, Public Relations

## **OTHER**

- Some travel to events during the year may be required
- Hours may vary between 20 - 40 hours per week, with potential overtime during event weeks
- Candidate must be willing to work nights and weekends during the USFL season

### **Resume Submission:**

Interested and qualified candidates should submit cover letters and resumes to Taylor Bonds ([tbonds@brunoeventteam.com](mailto:tbonds@brunoeventteam.com)) and note "BET - USFL Gameday Intern" in the subject line.

Bruno Event Team thanks all applicants but will contact only those who will be invited for an interview.