

IOWA EVENTS CENTER INTERNSHIP PROGRAM

JOB TITLE: Group Sales Intern

REPORTS TO: Group Sales Manager

HOURS: Approximately 20 hours per week

COMPENSATION: Paid Internship: \$8/hr.

SUMMARY: This internship will work closely with the Group Sales Manager to learn and actively participate in sales techniques and best practices at the Iowa Events Center.

YOU HAVE:

- Interest in Marketing, Communications, Management, Sports Management or Hospitality
- GPA of 3.3 or above (highly desired)
- Active involvement in campus and/or leadership activities
- Excellent communication, organization and interpersonal skills
- Working knowledge of Word, Excel, PowerPoint and Photoshop
- Attention to details
- A 'can-do' attitude, a strong desire to learn and self-motivation
- The ability to work in a fast-paced environment

OPPORTUNITIES WE CAN OFFER:

- Promote family shows and sporting events to group sales customers
- Learn and perform sales process and selling techniques with both current and prospective clients
- Research target markets, create promotional materials and develop and implement event promotions
- Process orders and handle customer seat selections as directed
- Update and maintain department databases and spreadsheets, including research and implementation
- Assist Group Sales Manager with day-of event process, including group sales programs along with meet and greets
- Attend meetings that include brainstorm sessions and explain how to execute public relations event ideas
- Perform variety of event day responsibilities within the Marketing Department



TO APPLY:

Send employee application, cover letter, and resume to:
Carrie Fick, Group Sales Manager
Carrie_Fick@ComcastSpectacor.com

FY 16-17 RECAP

497

TOTAL EVENTS

WFA = 141 | CONVENTION CENTERS = 356



1,220,190

TOTAL ATTENDANCE

\$719,830

TOTAL GROUP SALES REVENUE

25,152

TICKETS SOLD
THROUGH
GROUP SALES

32

EVENTS SOLD
THROUGH
GROUP SALES



FINAL RECORD

36-31-7-2



FINAL RECORD

12-38



FINAL RECORD

13-3