

# Iowa Events Center

## INTERNSHIP PROGRAM

**JOB TITLE:** Group Sales Intern

**REPORTS TO:** Group Sales Manager

**HOURS:** Approximately 20 hours per week

**COMPENSATION:** Paid Internship

**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:

- Background 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 programs including, but not limited to Word, Excel, PowerPoint and Adobe 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
- 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 a variety of day-of event responsibilities within the Marketing Department



### TO APPLY:

Send employee application, cover letter, and resume to:

**Kyle Starcevich, Group Sales Manager**  
Kyle.Starcevich@spectrap.com

## FY 18-19 RECAP

# 467

TOTAL EVENTS

WFA = 141 | CONVENTION CENTERS = 326



# 1,057,778

TOTAL ARENA ATTENDANCE

# 250,000

TOTAL GROUP SALES SUBSCRIBERS

STAFF BY  
THE NUMBERS



# 957

PART TIME

# 85

FULL TIME



FINAL RECORD

# 37-26



FINAL RECORD

# 20-30



FINAL RECORD

# 12-2