



College Football Playoff Internship Program 2017-18

The College Football Playoff, based in Irving, Texas, is seeking highly motivated recent college graduates for its 2017-18 internship program. The playoff is a four-team arrangement that determines college football's national champion.

Successful candidates will be an integral part of staging the national championship game and laying the groundwork for games in subsequent years.

Six full-time, paid positions will be hired and work from July 31, 2017 through May 25, 2018. Areas of concentration include:

- Communications (Tom Mickle Internship)
- Community Relations
- Hospitality and Fan Services
- Marketing and Strategic Partnerships
- Stadium and Game Operations
- Team Operations

Interested candidates should email a cover letter, a current resume, a work sample and at least three letters of recommendation (all as PDF attachments) to internship@collegefootballplayoff.com. Please put "CFP Internship Application – First and Last Name" in the email subject line. Descriptions of each internship are provided for your review. Be sure to denote your primary and secondary concentration preferences in your cover letter.

You will receive an acknowledgement email stating that we have received your application within 24 hours of submission. If you have any other questions, please see our helpful internship FAQs located within the 'Internship' section of the 'About' tab on our website: www.collegefootballplayoff.com.

Interns will be paid and required to work extensive hours in December and January as well as some weekends and holidays. Interns are responsible for securing their own transportation and housing. No benefits will be provided.

The application deadline is Tuesday, February 28 at 11:59 p.m. CST.

The College Football Playoff is an equal opportunity employer.



Tom Mickle Communications Intern

Social Media Responsibilities:

- Assist in the creation and execution of a year-round social media strategy for the College Football Playoff.
- Compile analytics for social media accounts.
- Develop advanced graphics for social media accounts and CFP website.
- Coordinate game week and game day social media strategy, including management of social media content, schedule and on-site activations.
- Research and execute current trends in social media.
- Work with marketing department to fulfill sponsor social requirements.
- Manage social projects and vendors as needed.
- Develop and maintain relationships with social platform managers (Facebook, Twitter, Instagram, Snapchat).
- Work with local organizing committee to coordinate game week social strategy and messaging for all community and public information platforms.
- Collaborate with CFP Foundation staff on social efforts and campaigns surrounding Extra Yard for Teachers and other philanthropic initiatives.

Communications Responsibilities:

- Assist in the management of graphic design projects, collateral and publications.
- Gather content and oversee production of official CFP souvenir game program.
- Work hand-in-hand with the communications staff on credentialing, hotel reservations and on-site game week and game day media operations, including volunteer coordination.
- Respond professionally to questions that are submitted to the communications department via email and social platforms.
- Assist with department administrative duties, including finances, organization and phone calls.
- Work collaboratively with other interns and staff on office-wide projects as needed.
- Attend to other daily needs of the communications staff as assigned.

Supervised by: Senior Director of Communications and Brand Management; Communications Coordinator

Qualifications:

Bachelor's degree

1+ years of communications and brand management experience or related field

Able to manage, prioritize and bring multiple projects to completion

Excellent communication and interpersonal skills

Must be able to maintain confidentiality of all corporate, personnel and research matters

Attention to detail, adaptability to a changing environment and dependability are crucial
Ability to work under pressure and autonomously
Responsible for handling own workloads and being self-motivated
Highly proficient in MS Outlook, Word, Excel and PowerPoint
Experience using Photoshop, InDesign or similar graphic design software
Flexibility to work long hours including evenings and weekends

**Responsibilities are subject to change*



Community Relations Intern

Major Responsibilities:

- Serve as initial point of contact for all incoming phone calls and emails regarding the CFP Foundation and its initiatives.
- Assist in social media planning, implementation, and activity tracking across all Extra Yard for Teachers social media platforms.
- Serve as main contact for all community relations volunteers throughout the academic year and around the national championship game.
- Serve as secondary contact for all Playoff Green activities and initiatives.
- Assist in building and implementation of marketing plans for CFP Foundation events and initiatives, including Extra Yard for Teachers Week, Extra Yard Classroom Makeover Project, College Banner Program, and more.
- Interact with current and future partners to build and implement community investment strategies.
- Assist Director of Community Relations and Community Relations & Operations Coordinator on various projects and administrative tasks, as needed.
- Work collaboratively with other interns and staff on office-wide projects as needed.

Supervised by: Director of Community Relations; Community Relations and Operations Coordinator

Qualifications:

Bachelor's degree

1+ years of applicable experience

Able to manage, prioritize and bring multiple projects to completion

Proficiency in MS Outlook, Word, Excel and PowerPoint

Demonstrable social media management experience and preferred social analytics tools knowledge

Excellent communication and interpersonal skills

Must be able to maintain confidentiality of all corporate, personnel and research matters

Attention to detail and adaptability to a changing environment is extremely important as well as dependability

Ability to work under pressure and autonomously

Responsible for handling own workloads and being self-motivated

Flexibility to work long hours including evenings and weekends

**Responsibilities are subject to change*



Hospitality and Fan Services Intern

Major Responsibilities:

- Provide daily support to hospitality and fan services staff related to:
 - Spring Meeting, Selection Committee meetings, Party at the Playoff, Playoff Pregame and other event support as directed
 - Administration of the Special Guest program including travel preparation, gift program, hotel management and meeting preparation
 - Support general hotel program administration and management
 - Update and assemble special guest documents
 - Office expense reconciliation, check request monitoring and general filing
- Assist ticketing staff with seasonal operations
 - Direct sales email campaigns
 - Order processing for bowl games and National Championship
 - National Championship game week stadium preparations
 - Game day box office support
- Demonstrate excellent customer service
 - Written and oral communications with CFP Special Guests
 - Answering the dedicated ticketing phone line and email inbox
 - Front office operations as assigned by the Special Projects Coordinator
- Work collaboratively with other interns and staff on office-wide projects as needed
- Other duties as assigned

Supervised by: Director of Events and Hospitality Services; Director of Business and Ticket Operations; Business and Ticket Operations Coordinator

Qualifications:

Bachelor's degree, Master's preferred
1+ years of applicable business, hospitality service and/or ticketing experience
Ability to prioritize, manage, and bring multiple projects to completion
Excellent communication and interpersonal skills
Must be able to maintain confidentiality of all corporate, personnel and research matters
Self-motivated, detail-oriented, adaptability and dependability
Ability to work under pressure and autonomously
Proficiency in MS Outlook, Word, Excel and PowerPoint

**Responsibilities are subject to change*



Marketing and Strategic Partnerships Intern

Major Responsibilities:

- Assist partnerships staff with day-to-day tasks as needed.
- Work with partnerships staff on Playoff Premium program.
- Assist Senior Director of Marketing and Strategic Partnerships and Marketing and Strategic Partnerships Coordinator with event marketing and sponsor fulfillment.
- Support in the management of hospitality venues on game day.
- Work collaboratively with other interns and staff on office-wide projects as needed.
- Answer phone calls as needed.

Supervised by: Senior Director of Marketing and Strategic Partnerships; Marketing and Strategic Partnerships Coordinator

Qualifications:

Bachelor's degree

1+ years of applicable/diverse sales experience

Able to manage, prioritize and bring multiple projects to completion

Excellent communication and interpersonal skills

Must be able to maintain confidentiality of all corporate, personnel and research matters

Attention to detail and adaptability to a changing environment is extremely important as well as dependability

Ability to work under pressure and autonomously

Responsible for handling own workloads and being self-motivated

Proficiency in MS Outlook, Word, Excel and PowerPoint

Experience with Adobe Photoshop or graphic design work is required

Experience in Social Media Marketing/Promotions is preferred

Flexibility to work long hours including evenings and weekends

**Responsibilities are subject to change*



Stadium and Game Operations Intern

Major Responsibilities:

- Aid in the planning, management, and execution of general stadium operations for the 2018 College Football Playoff National Championship Game.
- Assist Director of Stadium & Game Operations on all events within the stadium campus that are in need of support.
- Work closely with stadium operations planning partners in preparation for the national championship game.
- Assist with the application and fulfillment process for all game operations credentials.
- Update informational collateral for fans, stadium staff, participating teams, volunteers, public safety and other key stakeholders.
- Assist with the managing of championship game parking and transportation.
- Aid with the management of all operational expenses according to a pre-approved budget.
- Work collaboratively with other interns and staff on office-wide projects as needed.
- Answer phone calls as needed.

Supervised by: Director of Stadium and Game Operations

Qualifications:

Bachelor's degree

1+ years of event planning, including, but not limited to, idea generation, execution and budget maintenance

Able to manage, prioritize and bring multiple projects to completion

Excellent communication and interpersonal skills

Must be able to maintain confidentiality of all corporate, personnel and research matters

Attention to detail, adaptability to a changing environment and dependability are extremely important

Ability to work under pressure and autonomously

Responsible for handling own workloads and being self-motivated

Proficiency in MS Outlook, Word, Excel and PowerPoint

Flexibility to work long hours including evenings and weekends

**Responsibilities are subject to change*



Team Operations Intern

Major Responsibilities:

- Assist in the planning and execution of all events and operations associated with the teams participating in the 2018 College Football Playoff National Championship.
- Support Director of Operations and Logistics and Team Operations Coordinator with day-to-day administrative needs.
- Manage and consolidate planning materials requested from the four teams upon Selection Day.
- Assist in the development and execution of the team and official party hospitality programs.
- Assist with the planning and execution of all band, spirit, and mascot events and gift procurement.
- Assist with the team archival and memorabilia inventory.
- Assist with the collection and distribution of all game day team credentials.
- Support the preparation of team specific events and the national championship advanced planning meeting.
- Support the preparation of team gifts.
- Assist in the preparation of the Team Participant Guide and CFP Handbook.
- Update and assemble team specific schedules and spreadsheets.
- Prepare department wide staffing plan.
- Aid with the management of all operational expenses according to a pre-approved budget.
- Manage all related materials within the CFP database.
- Prepare meeting materials and take meeting minutes.
- Work collaboratively with other interns and staff on office-wide projects as needed.
- Answer phone calls as needed.

Supervised by: Director of Operations and Logistics; Team Operations Coordinator

Qualifications:

Bachelor's degree

1+ years of event planning, including, but not limited to, idea generation, execution and budget maintenance

Able to manage, prioritize and bring multiple projects to completion

Excellent communication and interpersonal skills within a collaborative environment

Must be able to maintain confidentiality of all corporate, personnel and research matters

Attention to detail, adaptability to a changing environment and dependability are crucial

Ability to work under pressure and autonomously

Responsible for handling own workloads and being self-motivated

Proficiency in MS Outlook, Word, Excel, PowerPoint, and Publisher

Flexibility to work long hours including evenings and weekends

**Responsibilities are subject to change*