



## AHFC ROYALS TICKET SALES INTERN

The Ticket Sales Internship Program is designed for college students to explore careers in the sport industry while getting hands-on experience working with franchise leagues. The AHFC Royals will expose the intern to numerous franchise roles and will allow the intern to learn from and work alongside Royal Staff members. Responsible for creating Franchise Ticket Sales campaign with the assistance of the Best Practices Ticket Sales manual. The campaign should include, but not limited to, a project plan, communication cascade, and sales approach for internal and external customers and business prospects. In addition, assist with ticket sales for all customers and prospects.

### CLUB OVERVIEW

The Albion Hurricanes FC's (AHFC) philosophy is to develop youth soccer players in all 4 aspects of the game: Technical, Tactical, Physical & Psychological. Our goal is to teach players to have the ability to adapt and play different positions as well as different systems of play on the field. Preparation for the next and highest level of play includes serious and committed players who are students of the game and passionate about our sport. Our vision is to make AHFC one of the best in the nation through mastering the fundamentals. By doing this we will prepare players for the next level and set the pace that transforms our club into National Champion status.

A full service club, AHFC offers all levels of play for Boys and Girls including National Leagues, Regional and Local Leagues, Recreational and Developmental teams. With the addition of AHFC Royals franchises, AHFC offers Men and Women the opportunity to play during their college years and after with the intent to advance to the professional level. The AHFC Royals franchises, Premier Development League (PDL) for Men and Women's Premier Soccer League (WPSL) for Women, serve as proven stepping stones for aspiring professionals. To learn more, visit [albionhurricanes.org](http://albionhurricanes.org).

### DUTIES & RESPONSIBILITIES

- Ticket Sales Rollout
  - Review the Ticket Sales Best Practices manual
  - Research other sports franchises ticket operations
  - Research and identify local audiences as well as local and national businesses to target
  - Create ticket sales rollout project plan
  - Create ticket sales communication cascade
- Ticket Sales
  - Emails - Craft emails to target prospects to inform them about specific ticket packages and promotions and how to purchase them
  - Ticket sales calls - Phone identified teams and businesses to inform them about specific ticket packages, promotions and purchase options
  - Event ticket sales - Attend AHFC events to inform and sell ticket packages and promotions and how to purchase them

### QUALIFICATIONS, SKILLS & TIME COMMITMENT EXPECTATIONS

- Current college student with a high energy level
- Hardworking and dedicated with an eagerness to learn
- Self-driven, willingness to meet and exceed expectations
- Sense of initiative, can work well with minimal direction
- Creative thinker with a strong work ethic
- Proficient in Microsoft Excel and Microsoft Word
- Social media and web-savvy
- Strong verbally and in writing
- Finishes tasks in a timely and efficient manner
- Most work can be completed remotely with flexible hours; may be asked to work up to 3 weekends events
- Hours front end loaded in Ticket sale rollout which ideally, will be completed in January
- Interns will be exposed to the day-to-day operations of a youth and franchise soccer club
- Interns will gain knowledge of all facets of a youth and franchise soccer club's front office

### MAJOR & COMPENSATION

- Position Type: Internship
- Majors Accepted: All
- Open: Winter/Spring 2018
- Unpaid, academic internship. Preferred candidates who are receiving academic credit.