



## ***2019 University of Alabama Gameday Social Media Assistant***

**REPORTING TO:** Davis Blair, Operations Director  
**LOCATION:** Tuscaloosa, Alabama  
**DATES:** March - April 2019 & August - November 2019  
**COMPENSATION:** Hourly wage

### **Company Overview**

Bruno Event Team is a Birmingham, Alabama-based sports marketing and event management company formed in 1996 by Ronald Bruno and Gene Hallman. We are experienced in all facets of event management, employing a year-round staff of more than 50 employees in 10 offices in the United States. Working with our affiliated companies and divisions, Bruno Event Team services each client with expertise in all aspects of event management, marketing, and operations. We maintain a steadfast commitment to excellence utilizing vast experience, strong work ethic, and attention to detail.

Bruno Event Team manages operations for special sporting events at the University of Alabama, including all home football games.

You can find additional company information as well as event-specific information on our website at [www.brunoeventteam.com](http://www.brunoeventteam.com).

### **Job Description and Specifics**

The primary responsibility of this individual would be to manage the UA Gameday social media accounts (Facebook, Twitter, and Instagram). The ideal candidate would be familiar with the University of Alabama Football Program, UA Traditions and Bryant-Denny Stadium. A basic knowledge of campus layout as well as the city and streets of Tuscaloosa would be needed as part of this job is providing directions to different areas of campus on Gameday.

Duties may include, but not limited to the following:

- Work directly on overall social media strategy for UA Gameday
  - Develop content calendar for the season and game days
  - Increase online presence during game week
  - Respond to questions and comments
  - Actively monitor social media channels for engagement opportunities and interact with our followers

- Available to work during all home games and assist with social media communication to promote tailgating activities, fan experience, relay traffic and game day information
- Actively assist with growing the Gameday account followings
- Provide customer service and answer Gameday phone calls on customer service line
- Prepare and provide weekly social analytic reports

#### Abilities/Skills/Knowledge

- Current post-secondary student seeking Communications, Marketing, Public Relations, Sport Management, or related degree
- Proficiency for social media and marketing
- Knowledge of social platforms including Facebook, Twitter, Instagram
- Excellent creative writing abilities
- Experience with content creation, basic graphic design and photo editing
- Must be able to work a flexible schedule around game days/nights, including weekends

#### Policies Specific to Event Management

Position expected to dress presentably because he/she will be working with individuals associated with the University and Athletic Department and will be serving as a public relations person. The student must remain dependable and trustworthy, undergo any required training, and agree to keep all information concerning the event management office confidential.

#### Resume Submission

*Please submit resumes directly to [stodd@brunoeventteam.com](mailto:stodd@brunoeventteam.com) and note "UA Gameday Assistant" in subject line. Bruno Event Team thanks all applicants but will contact only those who will be invited for an interview.*