

**INTERNSHIP – Special Event Management, Operations & Marketing Intern Spring Semester 2018**

# About Make a Difference Events

Make a Difference Events (MADE) was established in early 2012 to create, manage and produce a national class running and fitness event in San Antonio that would help inspire, motivate and educate individuals about the benefits of a lifestyle of health and fitness. Another major goal of the event was to help raise funds for various charities, with most event affiliated beneficiaries supporting members of our military, their families and wounded warriors. It was also envisioned as an event that would welcome and accommodate individuals with various special needs and physical challenges, which it has accomplished, becoming an event with one of the largest number of wheelchair participants in Texas. It also now includes an ‘Ultra-Accessible’ 1K event for individuals with various special needs. The event also endeavors to educate the public that being fit doesn’t always equate to being healthy, seeking to help educate people about ‘total health’ lifestyles.

As the only major City in Texas without its own big, ‘home grown’ running event, MADE created the Alamo Half and Alamo Run Fest to finally provide the Alamo City with its own, unique-to-San Antonio running & fitness event. The ***HEB Alamo Half*** is the ‘Flagship’ event of the ***Alamo Run Fest*** and in 2015 became the first running event since 9/11 allowed to run onto and through historic Fort Sam Houston (for 6 miles), after first passing through downtown San Antonio. All events of the HEB Alamo Run Fest, which include the HEB Alamo Half, Alamo 10,000, Alamo 5K and ‘Ultra Accessible’ Run, Walk & Roll 1K finish at center floor, INSIDE the Alamodome. The 2018 event is an “Official SA 300” Tricentennial event celebrating the 300th birthday of the founding of San Antonio. Event weekend is April 14th & 15th, 2018.

MADE’s business office is located in Wimberley, TX.

# Description

Two exciting, learning-filled internships will be filled providing interns valuable, ‘hands on’ event management and marketing experience. Interns will work in direct support of the 2018 Alamo Run Fest event and its various production, logistics, volunteer management, entrant relations, Health Expo management, sponsor relations and activation, social media, PR, marketing and promotions, and general event operation functions. Interns will work directly with the lead Event Co-Director.

These internships are great for individuals looking to gain first-hand experience in fitness related event productions, marketing and management.

This is an Unpaid Internship Position. Mileage reimbursements are provided for non-home to office related travel (i.e. – Event cross promotion functions, Sponsor & Race Committee related meetings, etc. requiring travel). Some additional stipends may be offered, based upon applicant background and experience, to be determined. There will also be the opportunity for a couple of regular paid days, for the staffing of booths in Health Expos at other major running events. The MADE office is located in Wimberley.

# Internship Duration Dates

Start Date: Between January 15th & Feb. 1st, 2018 Finish Date: Between April 30th & May 15th, 2018

Time Requirements:

* Pre-event: 18 to 20 hours per week, flexible with student schedule during ‘ramp up’ to event week
* Event Week (4/9/18 – 4/16/18): close to full time plus weekends
* Post-event (after 4/16): 15 to 20 hours per week

# Required Skills, Education, Qualifications, Etc.

* Excellent Writing & Interpersonal Communication Skills
* A high level of computer competency
* Microsoft Office experience required (Outlook, Word, Excel)
* Good working familiarity with the various current Social Media channels
* Ability to effectively communicate with different personality types (i.e. – volunteers and staff)
* Ability to work under pressure
* Detail oriented
* Stamina for long days during ‘event week’
* Friendly, outgoing demeanor even when tired and under pressure
* Quick learner with initiative to solve problems
* Self-motivated and organized, willing to help with various projects (large & small) and ability to balance multiple priorities at once
* Good organizational and time management skills
* Have their own, reliable transportation (auto, truck, etc.)
* Have a strong desire to make a difference in helping build an event with a long term and significant health impact in a major city
* Must have own laptop computer
* Personal interest and/or experience in running, triathlons, fitness, etc. is a plus
* Undergraduate (Junior or Senior) or Graduate student studying event management, communications, public relations, marketing or related fields
* **Must need internship for university program credits**

# To Apply:

Please send resume, one writing sample and a two to three paragraph statement and/or cover letter explaining your interest in working with Make a Difference Events and the 2018 Alamo Run Fest.

Email to: [info@alamocityrunfect.com](mailto:info@alamocityrunfect.com) In the email Subject line please include: ***Internship Position Inquiry***

If you have additional questions, please contact Carl Owens, Event Co-Director at (210) 247-2221, ext. 1

Additional information about Make a Difference Events and the Alamo Run Fest can be found at: [www.AlamoRunFest.com](http://www.alamorunfest.com/) and [www.MakeaDifferenceEvents.com](http://www.makeadifferenceevents.com/)

  