

# 2022 Spring/Summer Interns | Event Coordinators: Athlete Experience/Marketing & Operations Management

HFP Racing | Columbus, Ohio | February 7, 2022

## About HFP Racing

Founded in 1988, HFP Racing has been serving the multisport community for over 30 years. Over the last 3 decades, HFP Racing has been blessed to have played a significant role in the building of multisport within the Midwest region. HFP Racing is committed to producing events that support our core values and mission statement:

*“To provide a world-class race experience with a family-friendly feel for the benefit of our valued customers.”*

## Position Overview

HFP Racing is seeking Event Coordinator Interns for spring/summer 2022 to support our events and event team in pre-event, event weekend, and post-event organization and activities. As a summer intern for HFP Racing, the intern will learn hands-on skills applicable to a professional career without spending all summer in an office. Interns will be exposed to:

- Project Management
- Organization and planning skills
- Communication best-practices
- Timelines and time management
- Marketing techniques
- Data analytics and customer acquisition
- Operations procedures and logistical coordination
- Team collaboration and unity

Interns will positively interact with leadership, the core team, vendors, and civic organizations to maximize a safe customer experience. Interns will assist with Marketing, Operations, Logistics, and Athlete Services.

Interns will be assigned meaningful organizational projects important to the success of our company and customer experience that will provide valuable experience to future employers.

## Requirements

- Must be a sophomore, junior, or senior enrolled in a University associate or bachelor's degree program. Ideal candidates will be enrolled in Marketing, Hospitality, Recreation Management, Sports Management, or Business Operations programs.
- Knowledge of multisport racing is a bonus
- Be willing to work a physical position, on-site during event weekends
- Comfortable using web-based software and business applications such as Microsoft or Google. Knowledge of other various software or technology may be needed depending on the role.
- A strong communicator and act in a professional manner



## Requirements (continued)

- Must be:
  - Energetic and proactive
  - Intuitive and willing to learn
  - Understand written and oral directions
  - Communicate effectively in writing and verbally
  - Facilitate an efficient workflow
  - Exercise independent judgment but still work as a team member
  - Take ownership of action items
- A driver's license and personal vehicle required
- Use of personal cell phone and computer required
- Must be able to:
  - Lift a maximum of 40lbs
  - Able to be on feet and move for long periods of time
  - Use general office equipment
  - Use hand tools, vehicles or machinery occasionally under supervision
  - Handle sports equipment
  - Participate in pre-race/race week meetings

## Internship Details

- W-2 position, hourly pay rate between \$12-14/hr
- Must be able to work event weekends, between 12-16 hours over the weekend with some events Friday - Sunday
- Season May-August 2022 at a minimum. If available, April - September would be ideal. HFP Racing events are listed below. Team members are be required to attend the majority of the events. Work may begin a few days prior to the event date listed for setup (based on event).

<b>RACE</b>	<b>DATES</b>
Ohio University Race For A Reason	April 22-23, 2022
American Triple T and Salt Fork Triathlons	May 20-22, 2022
Deer Creek Triathlon & Duathlon	June 10-12, 2022
Maumee Bay Triathlon & Duathlon	June 24-26, 2022
Queen City Triathlon and Duathlon at Caesar Creek	July 15-17, 2022
Ohio State Ross Heart Hospital TriFIT Challenge	July 28-31, 2022
Tri CLE Rock Roll Run	August 18-20, 2022
Portage Lakes Triathlon & Duathlon	September 10-11, 2022
Ohio Fall Challenge	September 24-25, 2022



## **Event Coordinator: Athlete Experience/Marketing Intern Specifics**

This position will be assisting and learning from the Athlete Services and Marketing Leads. Under their direction, the Intern will have the opportunity to be involved in the following

- Data analysis
  - Translate data and trends from various sources to recommend where HFP can improve registrations, retention, and communication.
  - Manage and manipulate email, and registration databases for communication purposes
- Content Development
  - Research and create content for marketing (social media) campaigns
  - Copywriting and photo editing
  - Post-race feedback campaign analysis
- Ensure Sponsorship requirements are met for each race
- Photography/videography
  - Procure and coordinate with photographers, plan logistics and shoot list requirements including sponsorship exposure
- Signage
  - Manage and coordinate event signage inventory (feathers, banners, scrim, course etc.)
  - Manage and coordinate sponsor signage requirements and placement
  - Plan placement, site transport, delivery, and post-event removal
- Forward-facing
  - Be willing and comfortable taking an “influencer” mindset and roll when Social Media Coordinator cannot be present
- Support Athlete and Volunteer Experience
  - Develop, execute and coordinate event athlete experience plans, including registration
- Registration/Event
  - Analyze registration trends and patterns
  - Event support, including collect prepare and package items athlete check-in
  - Assist in setting up and execution of packet pickup and athlete check-in
- Volunteers
  - Support recruitment, event experience, and post-event follow-up for event volunteers
- Assist Core Team to maintain accurate production schedule, safe course, and a timely event
- Assist the team in the organization, transportation, set up cleanliness, and tear down of race



## **Event Coordinator: Operations Management Intern Specifics**

The Operations Management Intern will have a large role in equipment and pre-event planning, race weekend execution, and post-race cleanup. The Intern will assist and learn from the Executive Director and Operations Infrastructure Coordinator. The objective is to make the race on-site setup and tear down as easy and efficient for the entire team as possible.

- Operations Planning
  - Develop, update and maintain Operational playbooks for each event
  - Develop event safety and risk management plans
  - Coordinate with safety leaders – police, fire, EMS, water safety, and park officials
  - Ensure permit requirements – insurance, safety, schedule, etc., are met and reflected in event plans
- Equipment
  - Equipment means but is not limited to, bike racks, fencing, safety cones, marking tape, water coolers, cups, tables, tents, chairs, markers, hand tools, brooms, swim buoys, trash bins, etc.)
  - Create and maintain inventory lists throughout the summer
  - Coordinate and plan equipment checklists and operating procedures for each event
  - Organize and pack equipment trailers to transport in such a manner that equipment can be easily set up and returned to the trailer
  - Return equipment from trailer to warehouse and replace/replan for next event
- Signage
  - Coordinate with and Event Director/Operations Infrastructure Manager regarding course layout to plan signage to safeguard athletes and lead them in the correct direction
  - Organize signage for each event, ensure it is prepared, packed and in an order that can be easily placed on the course.
  - Lead placement of signage event weekend.
  - Organize during tear down so that it can be easily reconfigured for the next event.
- Race Course
  - Plan course markings (cones and tape) to safeguard athletes and lead them in the correct direction
  - Ensure materials for marking are packed
  - Place course markings as planned
  - Remove course markings post-event
- During Event
  - Assist Core Team to maintain accurate production schedule and a timely event
  - Lead volunteers as needed
  - Monitor on-course events and maintain a safe race environment for athletes
  - Keep event site clean
- Post Event
  - Work with the event team to tear down and clean up race site
  - Confirm all equipment is returned to trailers and packed in an order that makes clean up and re-packing efficient
  - Clean and begin the repacking process again for the next event.
  - Coordinate and complete all post-event reporting to sanctioning, safety, and permitting agencies

***Serious candidates, send resume with relevant experience to: [craig.thompson@hfpracing.com](mailto:craig.thompson@hfpracing.com)***

