



## **Marketing Intern Detailed Internship Duties**

### **Media/PR/Promotions**

- Assist with maintaining Media/Public Relations matrix.
- Assist with all PR/promotion initiatives and activities.
  - Area sports teams/community events
  - Coordinate interns to work these promotions.
- Create tournament promotions to generate tickets sales etc...
- Manage and execute all tournament promotion events.

### **Tournament Program**

- Work with Gary on the official tournament program, including layout, and provide any information needed for editorial pages.
- Proofread tournament program.
- Update & be sure all sponsors have received ad specifications.
- Track and provide list for sponsor listing page.
- Work with finance committee on selling procedures.
- Locate, inventory and have caddie bibs ready for selling programs.
- Create a list of delivery/days/quantities of programs for each sponsor; give to Sponsor Relations Committee.

### **Tournament Pairings Guide**

- Work with Gary and Print Partner on the pairings guide; layout/design.
- Proofread pairings guide.
- Be sure all sponsors have received ad specifications.
- Gather sponsors ads and send to printer (trade & sponsor binders).
- Work with printer on delivery; determine storage requirements.

### **Tickets**

- Learn the ticket database, its functions and report capabilities.
- Process orders as they come in.
- Coordinate and track ticket fulfillment.
- Do weekly ticket report.
- Attend Admissions committee volunteer training

### **Tournament Week**

- Work with Media Room, Hurrdat and OBI with whatever needs they have during tournament week
- Keep accurate records on winning foursomes (1<sup>st</sup>-3<sup>rd</sup> place).
- Work Website to keep content updated online

- Be sure signage company places proper signage for Pro-Am days, i.e. Welcome, directional, registration etc... Work with Levy.
- Work with admissions on ticket needs.
- Make sure all sponsors structures are cleaned at end of day

### **Post Event**

- Mail or deliver all pro-am awards for the winning (1<sup>st</sup> – 3<sup>rd</sup>) teams for Tuesday, Wednesday, and Thursday.
- Help invoice sponsors for any balances remaining
- Write internship summary and words of wisdom to next year's intern.

### **Application Information-this is an unpaid position**

- Anticipated start date mid-May (flexible depending on availability)
- For the first month, we may have students working 20-30 hours, then increased hours after this, depending on what our workload is (
- End date the second week of August (flexible depending on availability)
- Interested applicants should send resume and contact information to Jessica Brabec at [jessicabrabec@thepinnaclebankchampionship.com](mailto:jessicabrabec@thepinnaclebankchampionship.com)