



POSITION: Marketing, Promotions & Social Media Intern
START DATE: February 05, 2013 (*flexible start date*)

LOCATION: Reno, Nevada
END DATE: August 05, 2013

Reno-Tahoe Open Overview:

The Reno-Tahoe Open at Montrêux is an official PGA TOUR event held July 29 – August 04, 2013 at Montrêux Golf & Country Club in Reno, Nevada. Celebrating its 15th year in 2013, this internationally-televised tournament broadcast in 224 countries draws top golf professionals from around the world. The Reno-Tahoe Open tournament is managed by the Reno-Tahoe Open Foundation, a 501(c)(3) which has to-date given back over \$2.5 million to nonprofit organizations.

Overview of Internship:

- Work with Director of Marketing & Special Events to gain real-life experience within a PGA TOUR event and nonprofit organization, providing day-to-day support on all marketing activities within a fun and open-communication style environment.

Responsibilities:

- Work with Marketing Director to aid in success of tournament, including charitable initiatives, data collection, community integration, mascot activities, etc.;
- Coordination and participation within pre-tournament promotions team;
- Oversee tournament week 'Tweet Caddie' team and coordination of schedules and parameters;
- Assistance with blogging, web updates, newsletters, social media, analytics and so on;
- Act as additional team member for tournament Special Events (check-in, greeter, runner, etc.);
- Minimum of 12 hours a week throughout Spring, additional hours in Summer (Summer-only internships may be considered); Must be available at all hours the week of July 29-August 04;
- Additional duties as deemed necessary.

Qualifications:

- Working toward a degree, preferably in Communications, Marketing, Advertising, or related field;
- Excellent organizational, time, and project management skills;
- Must be a self-starter who follows through;
- Must be able to work individually and collaboratively within a busy environment;
- Excellent writing, editing and proofreading skills a must;
- Seeking someone who is outgoing, sense of humor, i.e., willing to put on a gopher mascot costume;
- Basic graphic design skills desirable;
- Must have own computer for use throughout internship;
- Applicant is responsible for food, lodging, and transportation.

Benefits:

- Gain experience in the dynamic world of professional sports within a small, friendly team;
- Ability to oversee specific projects allows for true professional growth and resume-building;
- Network with decision-makers and community leaders;
- Reimbursement for your University internship credit upon successful completion of the program.

Contact:

To apply, please submit resume, cover letter and three (3) references to:
Candee Candler, Candee@renotahoeopen.com by January 23, 2013.