



AT&T Byron Nelson Communications Intern

About Us

Salesmanship Club of Dallas, the organization that owns and operates the AT&T Byron Nelson and Momentous Institute, is recruiting a communications intern. Founded in 1920, Salesmanship Club of Dallas is a service organization of more than 600 business leaders dedicated to building and repairing social emotional health for children through the programs of Momentous Institute. The AT&T Byron Nelson is an annual PGA TOUR event. All proceeds from the tournament benefit Momentous Institute.

Internship Information

The internship is based at the Salesmanship Club of Dallas office near the Bishop Arts district, close to downtown Dallas, Texas. The communications intern supports staff in areas primarily related to the tournament, as well as, Salesmanship Club and Momentous Institute, including:

Social Media – The intern will be responsible with managing the AT&T Byron Nelson social media accounts (Twitter, Facebook, Instagram) on a daily basis, creating weekly & monthly content calendars for approval. The purpose of these accounts are to communicate to and with fans about what to expect at the tournament, engaging with the community, all while creating an exciting atmosphere for the 2019 AT&T Byron Nelson.

Media Relations – The intern is responsible for creating the media guide, which is used by journalists throughout tournament week, and for supporting the logistics of media-related events leading up to the tournament. In addition, this intern will assist in the credentialing process of journalists, helping our Blue Pants volunteers and staff leading up to and during the tournament. Lastly, this person will support staff as needed in the operations of the Media Center.

Cause-related support – The intern will assist the team in brainstorming ideas for charity integration – which is the promotion of Momentous Institute at the tournament. May be asked to assist with planning, purchasing swag, and on-site help during tournament week.

Other – In addition to the social media & media-related events, this intern will help with emails and website efforts. This position will also utilize small, basic graphic design skills, i.e. InDesign/Illustrator, Photoshop. The intern may be asked to support our presence at

experiential marketing events promoting the tournament, including local sporting events. This role will also provide AV support at events hosted at our office.

This is a full-time, paid internship, with some overtime and weekend work required. The internship begins approximately January 14, 2019 and ends approximately June 28, 2019. Interns are required to live in the Dallas area for the duration of the internship. The 2019 AT&T Byron Nelson will be held May 6-12. Interns will work onsite at Trinity Forest Golf Club in Dallas, Texas during tournament week.

Characteristics of Ideal Candidates

The ideal candidate will be highly organized, detail-oriented, able to handle multiple projects, and have a strong communications skills and sense of urgency. They should also be comfortable working in a team environment. Experience with Microsoft Word, Excel, and InDesign are preferred. *Knowledge about the game of golf is not required.*

Internship Application Instructions

If you are interested in applying for this internship opportunity, please submit your cover letter, resume and a list of three references to Courtney (contact information below) by **October 31, 2018**. The AT&T Byron Nelson is an equal opportunity employer.

Courtney Monroe
Marketing Manager
AT&T Byron Nelson
106 E. 10th St., STE 200
Dallas, TX 75203-2296
cmonroe@salesmanshipclub.org