



## 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, including:

**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, including our Media Challenge. 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.

**Websites** – The intern is responsible for updating the AT&T Byron Nelson & Salesmanship Club of Dallas websites on a daily basis. This includes updating tournament FAQs, player names, parking information, calendar of events, etc. This does not require coding knowledge.

**Social Media** – The intern will be responsible for assisting staff with the AT&T Byron Nelson social media accounts (Twitter, Facebook, Instagram). 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 2020 AT&T Byron Nelson.

**Other** – In addition, this intern will help with emails for both AT&T Byron Nelson and Salesmanship Club of Dallas. This position will also utilize 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 13, 2020 and ends approximately June 26, 2020. Interns are required to live in the Dallas area for the duration of the internship. The 2020 AT&T Byron Nelson will be held May 4-10. 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. Experience with photography is preferred but not required. *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 **November 8, 2019**. The AT&T Byron Nelson is an equal opportunity employer.

**Courtney Monroe**  
**Director of Marketing**  
**AT&T Byron Nelson**  
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