

AT&T Byron Nelson 50th Anniversary Intern

About Us

Salesmanship Club of Dallas, the organization that owns and operates the AT&T Byron Nelson and Momentous Institute, is recruiting a marketing 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 kids 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 office near the Bishop Arts district, close to downtown Dallas, Texas. The marketing intern supports various staff members in areas related to the tournament, Salesmanship Club and Momentous Institute, including:

This is a full-time, paid internship, with some overtime and weekend work required. The internship begins February 6, 2017 and ends approximately June 30, 2017. Interns are required to live in the Dallas area for the duration of the internship. The 2017 AT&T Byron Nelson will be held May 15-21. Interns will work onsite at the Four Seasons Resort and Club Dallas at Las Colinas in Irving, Texas during tournament week.

- **Video:**
 - **50 Lives Changed:** The central portion of this role is creating the 50 lives changed video series. The series is to demonstrate how the AT&T Byron Nelson has impacted our community by creating 50 testimonial videos highlighting a different person impacted by the tournament. The intern will be responsible for scheduling interviews, recording interviews, editing and providing 50 fully produced videos that will be used on our website and social media starting May 22, 2017
 - **Salesmanship Club Centennial:** In addition, the intern will capture 10 – 15 Salesmanship Club members on video in preparation for the Club celebrating 100 years.
- **Website:** The intern will assist with managing 50th anniversary website pages including uploading 50 lives changed video series. This person will also manage weekly blog posts.
- **Social Media:** The intern will assist in social media efforts for the 50th anniversary. This person will manage multiple social media accounts and be responsible for creating various content including 50 lives changed video calendar.
- **Event Support:** Assist with execution of 35th celebration event during 2017 AT&T Byron Nelson tournament week.
- **Other:** In addition to 50th anniversary projects, this person will 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.

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 creating and editing videos in Adobe Premier Pro products are a must. Experience using Microsoft Word, Excel, and In Design 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 Regina Moldovan (contact information below) by December 23, 2016. The AT&T Byron Nelson is an equal opportunity employer.

Regina Moldovan
Senior Director of Communications
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