

# 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 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 communications intern supports various staff members in areas related to the tournament, Salesmanship Club and Momentous Institute, 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 several media-related events leading up to the tournament. In addition, this person will help oversee the entire credentialing process of journalists leading up to and during the tournament. Lastly, this person will support staff as needed in the operations of the Media Center.
- **Graphic design:** Under the guidance of our graphic designer, this individual will help in the creation of ads, collaterals, signs and other marketing materials as needed.
- **Special project:** With the upcoming 50<sup>th</sup> tournament anniversary and centennial of Salesmanship Club, the intern will organize and catalog all of our photos and videos to prepare for these milestones.
- **Cause-related support:** The intern will help promote our charitable presence (Momentous Institute) at the tournament. This may include brainstorming ideas, purchasing supplies, tracking and organizing inventory, moving supplies and materials between the offices and the tournament, etc.
- **Other:** In addition to the media-related events, this person will support our presence at experiential marketing events promoting the tournament, including local sporting events. The intern may also purchase swag for events and help with our social media, email and website efforts. 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 January 18, 2016 and ends approximately July 1, 2016. Interns are required to live in the Dallas area for the duration of the internship. The 2016 AT&T Byron Nelson will be held May 16-22. Interns will work onsite at the Four Seasons Resort and Club Dallas at Las Colinas in Irving, Texas during tournament week. Current college students in their junior or senior years may apply and **must** use the internship to receive college credit hours.

## **Characteristics of Ideal Candidates**

The ideal candidate will be highly organized, detail-oriented, able to handle multiple projects, and have basic graphic design skills. They should also be comfortable working in a team environment. Experience with Microsoft Word, Excel, and In Design are a must. Experience with Illustrator 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 **October 30, 2015**. The AT&T Byron Nelson is an equal opportunity employer.

**Regina Moldovan**  
**Senior Director of Communications**  
**AT&T Byron Nelson**  
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