



## 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:** This is the central part of the role. The intern will support all media-related activities leading up to and during the AT&T Byron Nelson. The intern is responsible for
  - Supporting the logistics of several media-related events
  - Helping staff during media interviews and live shots
  - Assist in writing press releases, media releases and other content
  - Creating the media guide, which is used by journalists throughout tournament week
  - Overseeing 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.
- ✓ **Social Media:** The intern will assist in social media efforts for the tournament. This person will manage multiple social media accounts and be responsible for creating various content including throwback Thursdays, birthday posts for past champions, loop giveaways, etc. The intern will also help with website design under the guidance of our digital coordinator.
- ✓ **Graphic design:** Depending on interest and skills, this person may help create ads, collaterals, signs and other materials as needed.
- ✓ **Special project:** Assist with 50<sup>th</sup> tournament anniversary activations and prepare for the centennial of Salesmanship Club, the intern will compile and work with outside help to digitize images to prepare for the milestone.
- ✓ **Cause-related support:** The intern will also get involved in projects related to Momentous Institute. This may include brainstorming ideas, purchasing supplies, etc. for its presence at the tournament, as well as working on projects for its annual

conference, Changing the Odds, updating the website, 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. 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 15, 2018 and ends approximately June 29, 2018. Interns are required to live in the Dallas area for the duration of the internship. The 2018 AT&T Byron Nelson will be held May 14-20. Interns will work onsite at the Trinity Forest Golf Course 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 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 Susan (contact information below) by **October 31, 2017**. The AT&T Byron Nelson is an equal opportunity employer.

**Susan Ruel**  
**Digital & PR Manager**  
**AT&T Byron Nelson**  
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