



Position: Sales & Marketing Intern

Job Type: Seasonal, Part-Time

Report To: Tournament Director & Sponsorship Manager

Location: Dallas, Texas

Period: February - May 2022 (Veritex Bank Championship week: April 10 – April 16)

Compensation: \$10/hour

- 15-20 hours/week Feb – April 3
- 30-40 hours/week April 3 – May *time and a half after 40 hours

Veritex Bank Championship Overview:

The Veritex Bank Championship is one of 26 events that make up the PGA TOUR's Korn Ferry Tour. The Veritex Bank Championship is held annually at Texas Rangers Golf Club (TRGC) in Arlington, Texas. Veritex Community Bank, the City of Arlington and PGA TOUR have an agreement through 2024.

Each year the Veritex Bank Championship attracts 156 of the top Korn Ferry Tour professionals, thousands of spectators, and a list of blue-chip sponsors to raise significant funds for charities throughout the local community and beyond.

We are currently seeking a motivated and qualified candidate to serve as our Sales & Marketing Intern for the 2022 Veritex Bank Championship.

Job Responsibilities:

Assist and support both the Marketing & Sponsorship Manager and Tournament Director with tasks including, but not limited to:

- Identify new potential sponsors utilizing various resources.
- Create sponsorship proposals and other sales collateral
- Make sure all sponsor signage has been installed
- Assist and serve as sponsor liaison during the Tournament week
- Assist with ticket sales and promoting weekly / daily passes
- Assist in sponsor solicitation including email and social media campaigns
- Assist with additional marketing events – Media Day, etc.
- Provide social media support before, during and after tournament week
- Support media relations during tournament
- Manage exhibition space including pre-event communication, on-site activation, and post event wrap up
- Ensure that contractual sponsor obligations are fulfilled (credential packets received)

- Work collaboratively with other Veritex Bank Championship departments such as Volunteers and Operations and on other projects as assigned
- Assist with planning, organization, executing and tear down of all Tournament events
- Other tasks and duties as needed by Veritex Bank Championship Staff

Job Requirements:

The ideal candidate should...

- Must be at least 18 years of age.
- TEAM PLAYER and able to work with other staff members and interns
- Be self-motivated and thrive under pressure in a fast-paced work environment while exercising organizational, analytical and time management skills
- Have strong interpersonal skills that complement a proactive, solution driven, team-oriented work ethic
- Have a strong ability to foster relationships with a wide variety of individuals from entry level to C-level executives
- Have excellent verbal and written communication skills
- Have a valid driver's license and have reliable transportation to commute to main offices, Texas Rangers Golf Club and to offsite locations
- Be comfortable making phone calls, setting appointments and establishing/developing relationships
- Be proficient with Microsoft Office suite (Excel, Outlook, Word, and PowerPoint), internet software, various social media platforms; Adobe software including Photoshop, Premier Pro and CAD is a plus
- Be able to work evenings, weekends and holidays as required throughout the period of employment, but especially in the four weeks prior to and the week of the Veritex Bank Championship
- Have a desire to work in sports/event management; completed degree or working toward a degree at the University of Texas at Arlington in a related field (Business Management, Communications, Marketing, Hospitality & Leisure Management, etc.)
- Knowledge of golf and golf events is not a requirement but a plus