



2020 MARKETING & DESIGN INTERN

Job Description

Position:

Marketing & Design Intern

Reports to:

Marketing Manager

Skills Required:

Must have working experience of Adobe Photoshop, Adobe Illustrator, and Adobe InDesign

Interest in Sports industry

Strong organizational and communications skills

Strong design aesthetics & skills

Strong attention to detail and ability to multi-task in a fast-paced environment

Must be self-starter

Must be familiar with cutting-edge social media and their audiences

Summary

Your internship will be a Spring/Summer opportunity to work for and be an integral part of the largest and most prestigious professional tennis tournaments in the world. You will work together with our Marketing Manager and the USTA marketing staff, involved in idea generation and execution. We have a strong focus on fan engagement, adopting new technologies and growing the game of tennis. We look forward to seeing your applications.

Duties (May assist in any or all of the following):

- Manage updates and content creation for the tournament website, including some elements of design
- Upload and manage photo galleries, videos, articles and hero images on tournament website
- Assist other departments with design requests to ensure all printed and digital material are within brand and campaign guidelines
- Assist with management and execution of the Western & Southern Open App, working with app developer and various departments to ensure app is ready for tournament
- Assist in the maintenance of the tournament's robust social media following – idea generations for content and communications for Facebook, Instagram, Twitter, YouTube and LinkedIn audiences
- Assist with the production of tournament events such as: the summer lead-up events, press conferences, open houses, media shoots, and more
- Assist with creation and management of tournament publications such as the official program and the daily drawsheet
- Create and distribute tournament emails & newsletters before and during the tournament to fans and internal communications
- Assist with sponsor activation and ensure that sponsor benefits are executed
- Assist with tournament advertising as needed
- Assist with other projects as needed at the request of your supervisor