



2022 MARKETING & DESIGN INTERN

Job Description

Position:

Marketing & Design Intern

Reports to:

Marketing and Special Projects 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 tour de force working for one of the largest and most prestigious professional tennis tournaments in the world. You will work together with our marketing team and will be involved with idea generation and execution. We have a strong focus on fan engagement and adopting new technologies. We look forward to seeing your applications.

Duties (may assist in any or all the following):

- Manage updates and content creation for the tournament website, including some elements of design
- Upload and manage photo galleries, videos, articles, images and content 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, TikTok 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
- Create and distribute tournament emails and newsletters before and during the tournament to fans and internal stakeholders
- 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