



2024 Marketing & Design Intern Job Description

Description: Your internship will be a 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 both idea generation and execution. We have a strong focus on fan engagement and utilizing new technologies to enhance the fan experience.

Location: Tournament site in Mason, OH
5460 Courseview Dr., Mason, OH 45040

Dates: Internship start date is early June 2024. Candidates must be able to work at least through the end of the tournament, August 19, 2024. Ending date can be extended to the end of August if the student is available.

Qualifications

- Must have working experience of Adobe Photoshop, Adobe Illustrator, and Adobe InDesign
- Strong organizational and time management skills
- Strong oral and written communication skills
- Strong design aesthetics and 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 practices
- Interest in sports and live events industry
- Willingness, with a smile, to do whatever it takes to run the absolute best tournament possible

Responsibilities

- Assist W&S Open staff with design requests to ensure all printed and digital material are within brand and campaign guidelines
- Assist with 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
- Organize and audit multimedia files (photos, videos, etc.) to be used across marketing functions
- Assist in creating and distributing tournament emails and newsletters before and during the tournament to fans and internal stakeholders
- Assist with sponsor activation and ensure that sponsor obligations are executed
- Assist with tournament advertising as needed
- Assist with management and execution of the Western & Southern Open App, including planning and management of push notifications
- 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
- Assist with other projects as needed at the request of your supervisor

Additional

Requirements:

- In addition to a resume, all applicants are asked to send a short writing sample and a design piece that they have created or link to portfolio (if available) to Mary Conner - mconner@cincytennis.com.

General Hours:

Prior to July 26th

- **Hours** are generally 9 am – 5 pm, Monday – Friday (in addition to occasional nights and weekends).

July 29th - August 19th

- Hours vary depending upon the day and responsibilities of the position. Overtime hours will be required the weeks prior to and during the tournament week. These will be determined by your supervisor.

Compensation:

Hourly plus OT

Additional

Information:

[CLICK HERE](#) to view a detailed job descriptions for the Marketing & Design Internship position. Also available on the Western & Southern Open web site www.wsopen.com under the **GET INVOLVED** tab. Initial interviews will be conducted by Microsoft TEAMS (video application). Final interviews can be conducted in person at the tournament site or via Microsoft Teams.

Link to TWOL Job Posting:

[CLICK HERE](#) to apply on TeamWork Online