



## Watkins Glen International – Position Description

**Position Title:** “Racing Only Twisted Tour” Marketing Internship  
**Department:** Marketing / Sales  
**Immediate Supervisor:** Mike Evranian: Manager, Group Sales

### Qualifications:

- Two years completed towards a Marketing, Communications or Sports Marketing degree.
- Strong verbal and written communication skills
- Working knowledge of word processing, spreadsheets, and presentation programs.
- Posses’ time management skills, works well under pressure.
- Valid driver’s license (Subject to review of driving records)
- Weekend work is required
- Be able to lift 50 pounds
- Drive a standard shift automobile (Comfortable pulling a 24’ trailer)

**Overview:** Spend an exciting summer marketing the 2012 Watkins Glen International race season. Selected individuals will manage a summer mobile marketing promotional campaign, called the “Racing Only Twisted Tour,” for all our racing events including the NASCAR Sprint Cup & Nationwide Series, August 9-12.

### Duties:

- Manage and facilitate the display setup at designated tour locations throughout the summer.
- Develop and promote special tour related ticket packages and VIP fan related experiences.
- Utilize social media to showcase your own creative ideas for tour promotion and internship experience.
- Assist with ongoing promotions and giveaways associated with upcoming race weekends.
- Maintenance and upkeep of the Racing Only Twisted Tour truck, trailer, race car and components.
- Assist the Marketing and Sales Department with tasks during major event weekends.
- Support Community programs that WGI is involved with.

Please answer the following questions in your cover letter:

1. When do you finish your spring semester of classes?
2. Can you lift 50 pounds?
3. Do you know how to drive a standard transmission vehicle or have experience driving a vehicle with a trailer attached to it?

**Stipend: \$2500/summer**

**Starting Date:** May, 2012 (depending on school schedule) One training day will take place in April/May before the internship begins.

**Ending Date:** August 17<sup>th</sup>, 2012

Please email ONLY your cover letter and resume to the address below. Resumes will be accepted through Friday, March 9<sup>th</sup>, 2012.

### Contact:

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