Watkins Glen International – Position Description

Position Title: Summer Marketing Tour Internship (Two positions available)
Department: Consumer Marketing
Immediate Supervisor: Jonathan Fuller, Consumer Marketing Coordinator

Qualifications:

- Strong verbal, interpersonal, and written communication skills
- Strong time management skills
- Works well under pressure
- Valid driver's license (subject to review of driving records)
- Weekend work and some overnight travel is required
- Be able to lift 50 pounds
- Drive a standard shift show car
- Comfortable driving a truck and towing a 20' trailer
- Outgoing and friendly attitude when interacting with fans
- Minimum of 21 years old

Overview:

- Spend an exciting summer marketing the 2014 Watkins Glen International race season. Selected individuals will manage a summer mobile marketing promotional campaign for all our racing events including the NASCAR Sprint Cup & Nationwide Series races.

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
- Manage and sell WGI merchandise inventory on consignment.
- 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 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. Are you at least 21 years old?
2. Can you lift 50 pounds?
3. Do you know how to drive a standard transmission vehicle?
4. Do you have experience driving a vehicle with a trailer attached to it?
5. Describe your experience using social media (Facebook and Twitter).

Compensation: NYS Minimum wage / avg. 40 hours per week

Starting Date: May, 2014 (depending on school schedule) One training day will take place in April/May before the internship begins.
Ending Date: August 15th, 2014

Please email ONLY your cover letter and resume to the address below. Resumes will be accepted through Friday, **April 11th, 2014**.

Contact:
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Consumer Marketing Coordinator
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