



## **Watkins Glen International – Public Relations and Marketing Internship**

**Overview:** The primary goal of this opportunity is to provide the intern with a positive work experience while fulfilling the responsibilities of working with the Marketing and Communications department and the Watkins Glen International team. The ideal candidate is interested in working in a fast-paced environment and uses valuable time management skills to complete assigned tasks efficiently.

The intern must be able to perform duties at Watkins Glen International in Watkins Glen, New York throughout the summer, providing own housing and transportation.

### **Duties:**

- Provide support to Marketing and Communications staff during race/event weekends
- Assist with pre-race Media Center preparations, press conferences, and media events
- Assist with scheduling/publishing daily content on social media channels
- Generate new and creative ideas to increase engagement and content on digital and social platforms
- Assist with writing of press releases and content for “The Inner Loop”, WGI’s official blog
- Other duties as assigned

### **Qualifications:**

- Minimum of **two** years completed towards a degree in Communications, Public Relations, or Digital Media
- Experience with all major social media channels and/or video (Facebook, Twitter, Instagram, Snapchat, and YouTube)
- Excellent communication and organizational skills, works well under pressure
- Works independently with attention to detail
- Must be proficient in Microsoft Office suite
- Ability to work flexible hours, including weekends and holidays during internship
- Creative thinker/idea generator.

Please answer the following questions in your cover letter:

1. When do you finish your spring semester of classes?
2. Do you have prior sports writing/marketing/event experience?
3. What experience do you hope to gain from this internship?

Compensation: NYS Minimum Wage

**Starting Date:** May 2020 (depending on school schedule).

**Ending Date:** Second week in August

Please email your cover letter and resume to the email address below. Applications will be accepted through Friday, March 20, 2020.

### **Contact:**

Mike Gardner  
Public Relations Manager  
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