

Job Description – 2025 Internship Opportunities

Position:	Marketing Intern
Employer:	The Pinnacle Bank Championship
Compensation:	College credit – internship is unpaid
Application Deadline:	January 1, 2025
Tournament Dates:	August 4-10, 2025
Commitment:	May-August (Must be willing to work weekends)*
Hours:	20+ hrs/week per availability (June-late July) 40+ hrs/week (late July-Tournament week)
Office Location:	Omaha, Nebraska

*Required Weekends
July 12-13
July 19-20
July 26-27
August 2-3
August 9-10

About the Pinnacle Bank Championship:

The Pinnacle Bank Championship is one of the official PGA TOUR events played on the Korn Ferry Tour. The Pinnacle Bank Championship internship program consists of 4 positions focusing on different departments: Hospitality, Tournament Operations, Sponsor Relations, and Marketing. Each intern will have their own area of focus but will work as a team on certain projects and tasks related to the planning and execution of tournament week and the ancillary events associated with the Pinnacle Bank Championship. Please see the attached job descriptions for details about each position.

Marketing Intern:

The Marketing Intern will be responsible for supporting the tournament staff in all aspects of marketing and operational work. The intern will assist with the execution of fan and sponsor engagement through experiential marketing, digital/traditional marketing, and brand management. The intern will gain invaluable experience in all areas of tournament management including event planning and coordination, sponsorship sales and activation, ticketing, volunteer and charity management, and operations.

Responsibilities and Duties:

- Assist with all PR/promotional initiatives and activities
- Work with media vendors to provide feedback on projects
- Inventory and distribute all tournament credentials (Volunteer, Staff, Media, TOUR, etc.)
- Create electronic scoreboard advertisements for sponsors
- Work with Sponsor Relations Intern to set up box offices, create website communications, and distribute tickets in ticketing software
- Analyze and provide feedback on all tournament social media posts and advertisements
- Set up media room and coordinate with media vendors to ensure they have all necessary supplies
- Ensure all tournament website content is accurate and updated
- Assist in ordering, inventory management and installation of all on-course and off-course signage, mesh and advertisements
- Create credential boards for each restricted access entry point
- Assist with planning and execution of all tournament events, including but not limited to Media Day, Pairings Party, and Volunteer Appreciation Party

- Maintain a high standard of presentation and aesthetic for all tournament events and spaces
- Work with Operations Director and Tournament Services Manager to schedule and coordinate Youth Day activities, communications, volunteer staffing, etc.
- Assist with management and execution of on-site activations, course setup and course breakdown
- Assist tournament partners and vendors with on-site activations during tournament week
- Assist with the organization and execution of the move to and from the temporary office trailers at the golf course
- Assist tournament staff, other interns, and volunteers as needed

Qualifications and Skills:

- Must be at least 18 years of age and enrolled in your sophomore, junior, or senior year at an accredited college or university
- Experience in event planning/sports management/sports marketing is a plus
- Passion for sports and knowledge of the game of golf is a plus
- Superior oral and written communication skills
- Effective organizational skills for managing multiple tasks
- Willingness to be flexible with tasks and a superior understanding of prioritization
- Must exhibit a high standard for customer service and professionalism at all times
- Ability to identify and solve problems in a timely manner
- Ability to lift 50 pounds
- Knowledge about Microsoft Office Suite

Application Information:

- Students will be able to use the PBC Marketing Internship for college credit
- Anticipated start date mid-June (flexible depending on availability)
- For the first month, we may have students working 20-30 hours per week, then increased hours after this, depending on what our workload is (there will be a lot to do)
- Expect to work weekends after the 4th of July*
- End date of August 25th (date is flexible to accommodate return to school)
- Interested applicants should send resume and contact information to Katie Colwell at katiecolwell@thepinnaclebankchampionship.com

*See Page 1 for specific dates