



The Principal
Charity Classic®

Presented by WELLS FARGO

Sales and Marketing Coordinator (March-June 2012)

Overview:

- Responsible for assisting the Sales Director with all aspects of sponsor relations including contract fulfillment and coordinating the Tournament Program and Pairings Guide.
- Responsible for assisting the Marketing Director with tournament marketing, promotions and public relations activities.
- Responsible for assisting in coordinating Pro-Am events and the University Putting Challenge.

General Responsibilities:

- Coordinate all sponsor contracts and invoices; fulfill all sponsor contracts in conjunction with tournament staff.
- Format the tournament program and pairings guides; collect all sponsor ads and coordinate with printing company.
- Coordinate three sponsor Pro-Am events; work with the database to collect and form teams, output reports and event materials.
- Manage and execute event promotion initiatives and activities.
- Assist in development of ticket sales marketing plan; distribute necessary materials, track sales and administer incentives.
- Process ticket orders including working with the database, payment processing, order fulfillment and ticket inventory.
- Responsible for miscellaneous operational duties in connection with tournament committees for event preparation.
- Provide tournament staff with a comprehensive summary of internship after the event.

Timeframe:

March-June 2012. Minimum of 20 hours per week Monday-Friday leading up to the event. Event time hours (mid May-June) are 40+ and mandatory. Some weekends on an "as-needed" basis. This is a paid position; compensation will be discussed upon hiring.

Qualifications:

Junior or Senior-level college student majoring in Sport Management, Marketing or other related field. Must have basic knowledge of PC software systems, including Microsoft Word, Excel and Access knowledge is a plus. Knowledge of Adobe Photoshop preferred but not required. Requires good-organizational, problem solving, verbal and written communication and interpersonal skills. Professionalism a must. Experience gained in management, marketing, advertising, operations/logistics, purchasing and trade negotiations.

Apply Now:

Contact Jessica Helgren, jessica@principalcharityclassic.com or 515-279-4653 for more information.

