



Dallas Tennis Association Marketing Internship

The Dallas Tennis Association (DTA) believes that effective communication is pivotal for building and maintaining relationships. With this mindset, we are excited to meet potential candidates that believe they can contribute to our social media/ event marketing team and engage with members of our community. DTA is currently accepting applications for the position of marketing intern. This is a great way to earn academic credit and gain experience in the marketing field. Both part-time and full-time internships are unpaid.

Interns also have the opportunity to network with high-profile members of the community. Workdays and number of hours depend upon marketing assignments and specific needs. Current students and recent graduates are welcome to apply.

To apply, submit resume with a cover letter and references to Scott Hanover, at execd@dta.org
No phone calls please.

Application Deadlines & Important Deadline

- **Spring Internship Program**
 - Submission of resume deadline: November 15
 - Interviews: November 15 - November 20
 - Offers: Week of November 20
 - Season: January till April
- **Summer Internship Program**
 - Submission of resume deadline: March 15
 - Interviews: March 15 - March 30
 - Offers: Week of April 1
 - Season: May till August
- **Fall Internship Program**
 - Submission of resume deadline: August 15
 - Interviews: August 16 – August 20
 - Offers: Week of August 21
 - Season: September till December

DALLAS TENNIS ASSOCIATION | MARKETING DEPARTMENT INTERNS

The (enter year and semester) will assist with the following tasks:

GENERAL RESPONSIBILITIES

- ❖ Assist with promotional activities and event management for special events.
- ❖ Assist Manager with upkeep of website and additional Internet marketing strategies.
- ❖ Develop flyers, correspondence, and other print materials such as newsletters and advertisements.
- ❖ Assist in developing proposals to corporate sponsors of tournaments and other events.
- ❖ Assist in marketing strategies regarding membership services and solicitation.
- ❖ Help organize membership benefit events.
- ❖ Perform administrative duties as needed.
- ❖ Attend staff meetings and event planning meetings as required.

PUBLIC RELATIONS/SOCIAL MEDIA INTERN

- ❖ **Social Media Engagement**
 - Monitor all social channels and reply to members/ public comments along with any tagged photos of DTA
- ❖ **Content Creation**
 - Attend DTA events as needed- capture photos and post live from specific events
 - Learn how to create engaging social content through Instagram stories/ Facebook Live
- ❖ **Reputation Management**
 - Learn how to respond to both positive and negative reviews
 - Actively engage in consumer reviews on Google and Facebook
- ❖ **Newsletter**
 - All interns will contribute to the DTA newsletter that goes out periodically
 - Opportunity for blogging

It is important that interns have the ability to develop ideas, follow through on program initiatives, deal effectively with the public & members, and possess at least a rudimentary knowledge of the basics of tennis. (Many of our programs and marketing strategies are created with tennis as an integral component.)

Experience with desktop publishing programs (Word, Excel, PowerPoint, Publisher, InDesign, Photoshop) is highly desirable. Interns also need to be flexible in scheduling to allow for possibly working some evenings and weekends. A few events are planned on or around holidays.

INTERNSHIP APPLICATION

PERSONAL INFORMATION

Name: _____ D.O.B _____ (mm/dd/yy)
(Last) (First) (M)

Local Address: _____
(State) (City) (Zip)

Cell Phone: (____) _____ Home Phone: (____) _____

Email Address: _____

IN CASE OF EMERGENCY CONTACT

Name: _____ Relationship: _____

Phone Cell: _____ Home: _____

I am applying for the Fall / Spring / Summer Semester (circle one)

What university do you attend? _____

What year are you in? _____

What is your Major? _____

Please identify what days you are willing to work?

Day	AM	PM
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		