



## SPORTS MARKETING INTERNSHIP

Visit Lake Norman is a non-profit organization dedicated to positively impacting our local and regional economies through tourism. We are committed to generating economic benefits for our towns of Cornelius, Davidson and Huntersville by bringing national and regional events to the area and by marketing our destination to the broadest base of potential visitors possible. Visit Lake Norman is the destination marketing leader of the Lake Norman region, representing all communities through the promotion and development of our resources for the maximum economic benefit of our towns, businesses and residents.

This is an unpaid internship with tremendous networking exposure. The Sports Marketing Intern assists the Director of Sales with the operations, promotions, reports, activities, and event marketing and sales associated with group sales, sporting/athletic events, and other special tourism impacting events. Assist with special events, sports/group services, and community outreach initiatives; and works independently, performs clerical duties and administrative tasks related to assignments. Visit Lake Norman works closely with regional sports partners, event rights-holders, local venues and facilities, and attractions to promote the Lake Norman region as an amateur/professional sports destination.

Visit Lake Norman provides experience and exposure in public relations, marketing/sales, event planning, working with Lake Norman area attractions, hotels, restaurants, and businesses related with the travel and tourism industry. Visit Lake Norman recruits regional and national sporting events. The work experience is tailored to the intern's career interest; and focuses on portfolio and skill building. Successful interns will finish with great references and career/job experience.

- Seeking currently enrolled students in good academic standing or recent graduates.
- Good organizational skills.
- Strong oral and written communication skills.
- Must be proficient in Microsoft Word, Excel and PowerPoint; other office suite software a plus.
- Demonstrated interest in sports, or sports marketing, parks & recreation/tourism classroom curriculum.
- Knowledge of the Lake Norman area & Lake Norman sports facilities preferred.

This position will assist the Visit Lake Norman staff with promotional ideas, research, public relations, and other event coordination for the Lake Norman area. Will also gain valuable customer service experience serving visitors in the Visitor Center. Perform administrative duties as needed.

### Other details:

- Minimum of 15 hours per week, 40 hours per week preferred.
- Flexible scheduling typically (between 9am and 5pm Monday - Friday, with weekend and evening work).
- Parking provided.

For more information about us, visit [www.VisitLakeNorman.org](http://www.VisitLakeNorman.org). To apply, send your statement of interest and resume to:

Visit Lake Norman • Attention: Sports Marketing Internship  
19900 West Catawba Avenue, Suite 102  
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