

Internship in Marketing, PR & Event-Management for WENGER PATAGONIAN EXPEDITION RACE®

Location: Punta Arenas, Region de Magallanes y Antartica Chilena, Chile

Duration: flexible duration and year-round placing, minimum 3 months

Compensation: Partial board and lodging + 50.000\$ Chilean Pesos monthly

Description: National and international Marketing, Public Relations and Event-Management for international sporting event

Working in Marketing, PR & Event-Management at Nómadas Outdoor Services you will be involved in the following:

- International business strategy
- International branding strategy and development
- Concept, planning and realization of cross-media communication strategy and activities
- Independent guidance of projects, especially in event organization

This may translate into the following more specific tasks:

- Acquisition and negotiation of international TV coverage
- Acquisition and negotiation of international, national and regional sponsorship
- Drafting international marketing and media plans
- Elaboration of advertising materials and merchandising articles
- Managing international press/team inquiries
- Acquisition of international journalists attending the event
- Drafting press releases, press-kits & articles, as well as coordinating international distribution
- Handling sponsors, press and participating teams on location during the race
- Drafting international business planes for new projects

Requirements:

The candidate should have the following professional skills:

- Excellent verbal and written communication skills in native language
- Intermediate Spanish written and oral skills
- Excellent computer skills (Word, Excel, PowerPoint, Internet)

The applicant should have the following social and personal skills:

- Affinity towards sports, nature, conservation and adventure
- Have an outgoing, friendly and helpful attitude towards staff and clients
- Have a high degree of self-initiative and creativity
- Should work independently and be committed to quality of work
- Being result-oriented

We look forward to receiving your CV and cover letter including your preferred start date and length of the internship.

Company description:

Nómadas Outdoor Services is the company created to direct and coordinate all aspects of the WENGER PATAGONIAN EXPEDITION RACE®. Besides organizing and executing this international sporting event, the organization offers additional services related to its exceptional location in Patagonia; including consultancy, logistical support management, as well as exclusive trips for corporate and VIP tourists - all tailor-made ventures following the "Nómadas Outdoor Ethics". These have been praised by clients such as the Wildlife Conservation Society, National Geographic Television, Chilean Ministry of Agriculture and Tourism Authorities, as well as Henry Paulson (former U.S. Treasury Secretary and member of the International Monetary Fund).

Branching out in 2008, a separate company called Nomadas Outdoor School was created. The ISO 9001 certified school aims to further open the doors to the natural world by offering educational courses that foster knowledge of the environment as well as teaching skills for exploration and adventure.

Today, Nómadas is located in Punta Arenas and consists of a core team of ten employees. However, Nómadas strives for growth; hence if you would like to join our team for the experience of a lifetime, please do not hesitate to get in touch with us: work@nomadas.cl

Contact person:

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Internship in Journalism @ Wenger PATAGONIAN EXPEDITION RACE®

Location: Punta Arenas, Region de Magallanes y Antartica Chilena, Chile

Duration: flexible duration and year-round placing, minimum 3 months

Compensation: Partial board and lodging + 50.000\$ Chilean Pesos monthly

Description:

Working as a journalist-intern at Nómadas Outdoor Services you will be involved in the following:

- International marketing strategy
- International branding strategy and development
- Concept, planning and realization of cross-media communication strategy and activities
- Independent guidance of projects, especially in event organization

This may translate into the following more specific tasks:

- Compose articles, press releases & press-kits well as coordinating international distribution
- Writing regular columns
- Acquisition of international journalists attending the event
- Managing international press inquiries
- Covering the event in international press
- Handling press on location during the event

Requirements:

The candidate should have the following professional skills:

- Excellent oral and written communication skills in the native language
- Writing skills and talent
- Intermediate oral and written skills of Spanish
- Excellent computer skills (Word, Excel, PowerPoint, Internet) Excellent cartographic skills

The applicant should have the following social and personal skills:

- Affinity towards sports, nature and adventure
- Outgoing, friendly and helpful attitude towards colleagues and clients
- High degree of self-initiative and creativity
- Work independently and be committed to excellent quality of work
- Be result-oriented

We look forward to receiving your CV and cover letter including your preferred start date and length of the internship.



Company description:

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