



The Pikes Peak International Hill Climb

Marketing and Communications – Internship Position

The Pikes Peak International Hill Climb (PPIHC) is a 501(c)3 non-profit organization that operates the annual motorsport event on Pikes Peak-America's Mountain. The race has been conducted since 1916, which makes it the second oldest auto race in the United States.

An intern with the PPIHC should be prepared to assume the position of Marketing and Communications Intern and work as a support for the event. An auto sports background is not required, as we will provide you with all the information you will need to know.

The benefits of a PPIHC internship are invaluable and the more effort an intern puts into this position, the more he/she will get out of it. This is a hands-on position that will prepare you for future roles in sport communication and event sponsorship. PPIHC is a relatively small organization which allows for close interaction and exposure to many additional aspects of producing an event, such as business development, operations, media, public relations, social media and competition services.

This is an unpaid position that will include credit hours as determined by the internship program guidelines of the appropriate college. A performance-based stipend may be awarded post internship.

Qualifications

- Currently enrolled in college is preferred.
- Strong work ethic, positive attitude and the ability to work well independently.
- Excellent verbal and written communication skills and creative ability.
- Ability to meet deadlines, manage and prioritize multiple projects.
- Adequate clerical skills to function efficiently in an office environment. Knowledge of MS Office (Word, Access, Excel and PowerPoint) is highly beneficial.
- Attention to detail
- Strong desire to learn and gain experience by working on a variety of projects in a professional work environment.
- Attend weekly staff meetings.
- Must have strong interpersonal skills and work well with a variety of personalities in a team environment.
- Available to work 20-30 hours per week during regular business hours (9:00 am – 4:00 pm, Monday – Friday during the month of April and/or July.

- Available to work a minimum of 40 hours per week during regular business hours (9:00 am – 4:00 pm, as well as many evenings/weekends during the month of June. Race month is an intense schedule, providing real-world experience like other high-profile events and races.
- To perform the job successfully, an individual must be able to lift (a minimum of 50 pounds), stand and sit. May work in an office environment and in environments exposed to the elements for outdoor events.
- Must be able to operate a motor vehicle and have a valid driver's license with an acceptable driving record for the purpose of onsite work at various events.
- Comfortable working at altitude for extended periods of time and driving on Pikes Peak Highway.

Primary Responsibilities & Projects

An intern may work on any or all of the following projects. The projects included here are representative, but not exhaustive, of the most important tasks. The staff and the intern will plan projects based on their timing and significance.

- Assist the PPIHC staff in all aspects of planning the 2026 race including: research, media, sponsorship, promotion, preparatory meetings, Fan Fest, etc.
- Update and maintain the PPIHC website, contact database and social media efforts.
- Review digital and print publications for accuracy.
- Assist with sponsorship deliverable fulfillment.
- Assist with event management, set-up/breakdown for all ancillary events.
- Become familiar with all procedures and communications concerning the 2026 race.
- Act as an ambassador of the PPIHC both inside and outside the office.
- Assume all responsibility during errand runs.

Measurements

- Complete all assigned tasks.
- Complete a written report of projects at the end of the internship to meet the requirements of the appropriate Internship Coordinator at his/her college if applicable.

Credit Hours

- The Pikes Peak International Hill Climb marketing and Sponsorship internship will include credit hours as determined by the internship program guidelines of the appropriate college.

Candidates are asked to submit a letter of interest and resume to:

Pikes Peak International Hill Climb

Attn: Alex Urban

719-685-4400

alex@ppihc.org

