



**POSITION TITLE:**                **Marketing Intern**

**ACCOUNTABLE TO:**            Executive Director

**CLASSIFICATION:**            Part Time, Unpaid, Internship

**HOW TO APPLY:**                Send a resume to Amanda Liford at [amaze@thefirstteelakeerie.org](mailto:amaze@thefirstteelakeerie.org)

***Our Mission is to positively impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.***

## **JOB OBJECTIVE**

The Marketing Intern is responsible for planning, developing, and executing on our Marketing Plan. He or she is also responsible for ensuring our brand is presented to the community in a positive and ethical way, and using our mission to expand our programs, brand recognition, and fundraising through various marketing channels.

## **Duties and Responsibilities**

- Must attend a coach and/or volunteer training session that is lead by The First Tee of Lake Erie to gain greater insight into who we are and what we do.
- Maintain a professional and cordial attitude towards co-workers, volunteers, participants and their parents
- Become proficient in the knowledge of TARGET, PLAYer, Par, Birdie and Eagle levels as applicable.
- Model The First Tee Nine Core Values and Healthy Habits
- Maintain consistent and regular attendance
- Convey the Chapter's brand image to the public
- Visit all of our program locations to take photos of participants in classes
- Demonstrate exceptional communication and leadership skills
- Adhere to the standards of The First Tee Code of Conduct
- Be charismatic, personable, and motivational in working with youth
- Assist with the development, planning, and execution of the marketing plan
- Create and publish interesting and engaging social media posts
- Update The First Tee of Lake Erie's website on a consistent basis with new information.
- Provide new and engaging ways to reach our marketing demographics for our various programs
- Attend classes to take photos and videos
- Develop promotional videos
- Assist with developing and sending monthly newsletters
- Assist in representing the Chapter to the community and aid in fundraising, marketing, public relations and communication efforts
- Respond to requests for data in accordance with the policies of The First Tee
- Perform duties out of class, as assigned
- Operate standard and specialized office equipment

- Provide factual information regarding inquiries about The First Tee programs and activities, as well as The First Tee home office programs and opportunities

## **EXPERIENCE AND EDUCATION GUIDELINES:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, experience and or ability required. Any combination of experience and education that would be likely to provide the required knowledge, skills, and abilities could be qualifying, as determined by The First Tee. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### REQUIRED Experience

- Currently enrolled in a college or university
- Has a reliable form of transportation
- Operate a personal computer, including spreadsheet and word processing programs, and learn specialized The First Tee programs.
- Able to operate standard office equipment.
- Deal effectively and compassionately with the public under normal and confrontational circumstances.

### Preferred Experience

- At least two years experience in youth development
- Knowledge of the game of Golf, rules and etiquette.
- Currently enrolled in a college or university exploring a degree or minor in marketing or a related field.

## **SPECIAL REQUIREMENTS:**

Ability to – Give excellent customer service, communicate clearly and concisely in oral and written English. Read, understand, and apply established policies of The First Tee. Follow oral and written instructions. Work under the pressure of time deadline and perform multiple tasks concurrently. Assess the critical importance of information received from various sources.

Establish and maintain effective working relationships with those contacted in the course of work. Learn to operate specialized department/office equipment and read and interpret specialized department documents. Operate a personal computer, including spreadsheet and word processing programs, and learn specialized The First Tee programs.

Physical Abilities and Work Environment – While performing the essential functions of this job, the intern must be able to sit or stand for periods of time and may spend time indoors, in a controlled environment, and outdoors in an uncontrolled environment. The intern may experience a low noise level in the work environment, have excellent uncorrected hearing and a clear unaccented easily understood voice when communicating with the public in person and by telephone. Stoop, bend, kneel, and lift up to 50 lbs.

### Other

- Provide proof of US citizenship or, if an alien, either lawful admission for permanent residence or authorization for appropriate work from the Immigration and Naturalization Service
- Pass a background check administered by a third party, and approved by The First Tee of Lake Erie.
- Ability to apply common sense understanding to carry out instructions furnished in writing, oral, or diagram form. Ability to deal with problem involving several concrete variables in standardized situations.