

New Jersey State Golf Association – 3 Month 2019 Communications & Marketing Internship

The New Jersey State Golf Association seeks a self-motivated, outgoing, accountable and highly qualified current college-aged student to fill the position of Communications Intern. The starting date is mid-May, 2019; the internship will conclude three months later in August, 2019. The program is geared toward a current college student interested in obtaining entry-level skills in the pursuit of a career sports communications and marketing. This is a paid internship.

Work Week Overview:

- In-office hours (located in Kenilworth, NJ): Monday through Friday (excluding holidays) from 8:30 a.m. to 4:30 p.m. "Tournament day" hours: Arrival at site as early as 6:00 a.m. Departure possibly as late as 8:00 p.m. There are approximately 20-30 "tournament days" during the internship to which intern will be assigned. Given that this internship occurs during the peak season of the NJSGA, there is no provision for extended vacation time.

Skills Required:

- Reliability, punctuality, and accountability.
- High level of self-motivation and commitment to teamwork.
- Proficiency in Microsoft Office suite (Word, Excel, PowerPoint).
- Outstanding writing skills.
- Exemplary verbal and interpersonal skills; well-mannered with positive and productive attitude.
- Exceptional knowledge of social media (Twitter, Facebook, Instagram, Flickr, Snapchat, etc.).
- Working knowledge of Adobe in-Design suite – primarily Illustrator and PhotoShop.
- Photography and basic videography.
- Understanding of basic marketing concepts.
- Valid driver's license and means of reliable transportation.
- Ability to lift and move approximately 50 lbs.
- Interest in and general knowledge of the game of golf and golf terminology.

Program Overview:

Assist Communications, Marketing/Partnerships, Operations, and Championships staff in office and at NJSGA tournaments, Member Golf Days, Partner Days, meetings and events. This includes (but is not limited to):

- Contribute to daily maintenance of NJSGA's social media accounts (Facebook, Twitter, Instagram).
- Research, write, and edit articles, stories, postings, etc. (print and digital).
- Assist in content creation (print and digital) via Adobe in-Design suite.
- Create / maintain reports (as needed) of web site, social media, and other communications/marketing metrics.
- Liaise with NJSGA partners; assist in fulfilling contractual obligations to partners and advertisers
- Update and maintain internal NJSGA database.
- Assist other staff with projects as necessary, in addition to general office work.

Compensation:

- \$2,000.00 / month plus travel reimbursement and NJSGA apparel/uniforms.

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This internship provides the opportunity for frequent and direct interaction with the golf community of New Jersey including over 250 NJSGA member clubs, courses, and organizations, representing approximately 65,000 golfers throughout the state.

PLEASE SUBMIT ALL MATERIALS (COVER LETTER, RESUME, REFERENCES) NO LATER THAN MARCH 18, 2019 TO:

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