
Job Description

POSITION: Social Media Intern

REPORTS TO: General Manager/Director

POSITION SUMMARY:

The intern will work directly with the Marketing and Golf Operations team to strategize, craft and execute content for all platforms, including Facebook, Twitter, Instagram, Snapchat, etc. Applicants should have a strong level of experience with these channels, a demonstrated writing ability, organizational skills, the ability to work as part of a team, and enjoy creative work.

QUALIFICATIONS:

- Must be 18 years of age or older.
- Must be able to communicate effectively, both verbally and written, in English.
- Self-motivated with excellent organizational skills and attention to detail.
- 1-2 years of golf knowledge or relevant experience (recommended)

MAIN DUTIES AND RESPONSIBILITIES:

Duties and responsibilities include, but are not limited to:

- Conceptualize, create and publish daily content (combining both original text and images as well as text, images and videos provided by Newman Golf) that enhance affinity for Newman Golf Properties, share stories of our properties' successes, build meaningful connections and encourage engagement.
- Use innovative tactics to grow the audiences of each property's social media accounts.
- Communicate specials, promotions, and events with customers clearly and enthusiastically
- Assist GM, Golf Professional, and Kitchen Manager with duties as needed (i.e. pro shop operations, events, banquets, beverage cart, etc.)
- Keep diligent records of communication through proprietary Newman Golf communication tools (i.e. Marketing Calendars, CRM, POS, etc.)

Job Type: Part-Time/Seasonal

