

Marketing Internship

Job Description

Position Title:	Marketing Intern
Division/Department:	Programs, Admin
Reports to:	Vice President of Impact
FLSA Classification &	Nonexempt / Part-time hourly
Hourly Rate	\$16/hour (Approximately 20 hours per week)
Location:	Hybrid role with travel to facilities and administrative office as needed

JOB SUMMARY

First Tee – Greater Richmond (FTGR) is a youth development organization that uses the game of golf and its inherent values to shape the lives of young people from all walks of life. We are strengthening the character of our community by providing programs that build resilience in our youth, teach critical life skills, and provide caring adult supervision in a safe environment.

We are looking for a creative, self-motivated college student who is excited to put graphic design and storytelling skills to work for a mission that changes kids' lives. As our Marketing Intern, you will design eye-catching graphics and social media content, help bring marketing campaigns to life, and play a lead role in producing our Annual Report, a signature publication that showcases FTGR's impact to donors, partners, and the community. Working closely with our Programming and Development teams, you will gain real, portfolio-worthy experience in nonprofit marketing, communications, and brand storytelling, all while helping to grow the reach and visibility of our mission.

ESSENTIAL FUNCTIONS

Essential functions, as defined under the Americans with Disabilities Act, may include the following tasks, knowledge, skills, and other characteristics. This list of tasks is illustrative ONLY and is not a comprehensive listing of all functions and tasks performed by positions in this class. It does not imply that all positions within the class perform all the duties listed, nor does it necessarily list all possible duties that may be assigned. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Manage the events, social media, and marketing Google Calendar
- Assist in the development and execution of marketing campaigns across various channels (social media, email, newsletters, etc.)
- Conduct market research to identify trends, competitors, and target audiences
- Design engaging graphics and visual content for social media, email, and print materials that

- are consistent with FTGR's brand guidelines and voice
- Play a lead role in designing and producing FTGR's Annual Report, collaborating closely with the Development team to tell the story of our impact to donors, partners, and the community
- Generate and execute new ideas for growing social audience and engagement across digital platforms
- Research potential content topics and assist in developing compelling storylines to maximize engagement
- Responsible for ensuring all content is factually and grammatically accurate, and appropriately sourced and credited when necessary
- Analyze campaign performance and prepare reports to share key insights with the Leadership Team
- Work with external vendors, including photographers, videographers, and designers, to develop social media assets and collateral as needed
- Attend and capture photo/video content at youth programming events to support storytelling for social media, campaigns, and the Annual Report
- Participate in brainstorming sessions and contribute creative ideas
 - Perform additional responsibilities related to the success of the organization

JOB REQUIREMENTS AND QUALIFICATIONS (education and experience)

- Currently pursuing a degree in Marketing, Graphic Design, Communications, Business, or a related field
- Exemplify good character and reputation that is reflective of First Tee's Mission
- Strong written and verbal communication skills
- Detail-oriented with strong organizational skills
- Familiarity with social media platforms and basic marketing principles
- Proficiency in Microsoft Office and Google Suite
- Proficiency with graphic design tools (e.g., Canva, Adobe Creative Suite) required; a portfolio or samples of previous design or social media work is a plus
- Previous experience with youth organizations preferred but not required
- Authorized to work in the United States
- Valid Driver's License

INTERNSHIP OUTCOMES / OBJECTIVES

- A professional portfolio of published design and marketing work, including a role in developing FTGR's Annual Report
- Hands-on experience in a fast-paced non-profit environment
- Leadership skills with diverse stakeholders and team members
- Mentorship and guidance from experienced professionals
- Insight into nonprofit marketing strategies and community engagement
- Opportunity to network and build connections in the nonprofit and sports industries
- A deeper understanding of First Tee's mission and impact on local youth development

WORK ENVIRONMENT, TRAVEL, AND EXPECTED WORK HOURS

This position is a hybrid role performed in an office and remote work environment. This role will require the individual to travel to First Tee – Greater Richmond golf facilities including:

- Elson Redmond Memorial Driving in Richmond, VA

- The Tattersall Youth Development Center at the First Tee Chesterfield Golf Course in North Chesterfield, VA
- Belmont in Henrico, VA
- Dogwood Trace Golf Course in Peterburg, VA

Occasional weekend work may be required as job duties and business demand with flexibility around undergraduate or graduate course schedules.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is required to stand; walk; sit; use hands to handle, or feel objects, tools or controls; use fingers and hands to control computer mouse, type or write; reach with hands and arms; talk and hear. Specific vision abilities required by the job include close vision, distance vision, color vision, and the ability to adjust focus.

EEO STATEMENT

First Tee - Greater Richmond provides equal employment opportunities (EEO) to all employees and applicants and does not make employment decisions because of or on the basis of race or traits historically associated with race, including hair texture, hair type, and protective hairstyles such as braids, locks, and twists, color, religion, sex, sexual orientation, gender identity, pregnancy, childbirth, or related medical conditions, including lactation, age (40 years of age or older), national origin, disability, marital status, veteran status, or any other basis prohibited by federal, state, or local law. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

The statements herein are intended to describe the general nature and level of work being performed by the employee in this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of a person in this position. First Tee – Greater Richmond reserves the right to modify the scope of this position. Factors that may affect this position include, but are not limited to, those related to business needs, organizational structure, industry trends, and individual skills and performance.

HOW TO APPLY

Email a cover letter, resume, and three references (name, contact information, relation to applicant) to Kelly Brown, Vice President of Impact, at kelly@firstteerva.org.