



## Marketing + Communications Semester Internship

### First Tee – Sandhills Overview

We are a youth development organization that enables kids to build the strength of character that empowers them through a lifetime of new challenges. By seamlessly integrating the game of golf with a life skills curriculum, we create active learning experiences that build inner strength, self-confidence, and resilience that kids can carry to everything they do.

### Job Description

Annually, we invite interns from across the country to experience First Tee through our local chapter's mission, vision and strategic plan. Interns are exposed to a variety of elements of a nonprofit organization, including but not limited to, program organization and structure, marketing, fundraising, and professional development.

Individuals should have a strong work ethic and effective communication skills, demonstrate flexibility, show enthusiasm and take initiative. Applicants should be of good character and reputation, and have a desire to carry out the mission of First Tee. Interns will have the opportunity to gain key experiences and grow as future leaders.

### Essential Functions

The Intern will support day to day operations in areas such as,

- **Marketing & Communication:** Opportunities to apply and learn skills through various projects such as face-to-face solicitation, sales pitches, interviews, storytelling and videography; Utilize technology such as YouTube, Animoto, Canva, and social media to develop publishable pieces.
- **Special Events:** Support First Tee – Sandhills staff and volunteers in the planning and execution of three (3) fundraising and community awareness initiatives.
- **Personalized Career Development Projects:** Complete personalized projects to support chapter needs while applying skills relevant to college degree, for example, video-creation shared with volunteers, parents and donors; Virtual content development for integration on social media and email marketing; Program design for specialty classes such as Golf & STEM.
- **Customer Relations:** Show initiative and work efficiently with coaches, volunteers, parents and facility personnel at program locations; Represent the chapter in meetings with school and partner youth personnel; Prepare a presentation to the Board of Directors at the culmination of internship speaking on your experiences and providing a Good, Better, How for future Interns.

While not required with the Communications & Marketing Semester Internship, the intern may select to expand their experience in the following areas based on personal interest and time availability,

- **Sales & Customer Service:** Assist in the daily operations of the chapter, including fielding phone calls from parents and donors, receiving and sorting donations, and preparing program materials; Learn how to navigate Salesforce, our chapter's Customer Relations Management platform; Research and sell used equipment via chapter eBay store.
- **Teaching:** Lead and supervise teaching youth basic golf skills and First Tee's Life Experience curriculum by providing a fun and safe environment during weekly programs geared to participants ages 5 to 12 at green grass and youth center facilities; Interns will be expected to assist at a minimum of one green grass and one outreach location during each season throughout the duration of the internship

**Projected Date Range:** Monday, January 13, 2025 to Thursday, May 8, 2025\*

\*Opportunity to extend through Summer 2025

**Hours:** 12 - 16 Hours per week required; opportunity for additional hours if college coursework allows; some weekends; time spent in Moore, Cumberland, and surrounding counties

### **Additional Requirements**

Interns must be able to lift up to 25lbs, be on their feet for up to 2 hrs at a time, and work in outdoor weather conditions. All candidates are subject to a background check and drug screening.

### **Transportation**

Interns must have reliable personal transportation, as schedules will require varying commutes from 5 to 60 miles one-way.

### **FTS Intern Perks**

- Hourly pay - \$13/Hour Non Exempt
- Staff clothing
- Business travel mileage reimbursement
- \$50/month cell phone stipend
- \$100/month housing stipend
- Unique opportunities to network with industry leaders

### **How to Apply**

Applications must be submitted in .pdf format. To be considered, they must include the following:

- Cover Letter
- Resume
- Three (3) references with a direct tie to experiences on your resume from the last two (2) years. References may not be family members or fellow college students. Please include the following for each reference: Full Name, resume experience of association, best phone number, and email address.

### **Contact Information**

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