



Virginia State Golf Association Sports Operations and Administration Internship

USGA P.J. Boatwright Marketing and Membership Intern

LENGTH: Three months (May-August) start and end dates flexible based on school schedule

LOCATION: Virginia State Golf Association office, Midlothian, VA

DESCRIPTION: The Virginia State Golf Association is seeking a USGA P.J. Boatwright Intern to join our team for the upcoming golf season. We are committed to providing unparalleled service to our membership and promoting the game of golf throughout Virginia. This internship will provide a unique opportunity to be part of a dynamic team that works to deliver world-class golf events, programs, and services to the golf community. The selected candidate will travel throughout Virginia to interact with member clubs, individual members, and event participants. Along the way, the intern will highlight the VSGA, as well as golf courses, golf clubs and golfers in the commonwealth using in-person communication, social media and photography.

WHAT YOU WILL DO:

- Bring awareness of events, programs, and services by visiting VSGA member clubs
- Take, share and save photos of VSGA member clubs to promote them in real-time and build a database of photos to be used in the future by the VSGA
- Promote the VSGA, the benefits of membership and the VIP Golf Card in various ways both in-person and digitally
- Partner with VSGA member clubs to arrange a window of time to have a presence at the course to promote the benefits of VSGA membership and the VIP Golf Card (if applicable) to golfers visiting the facility that day
- Provide video coverage during tournaments
- Provide tournament updates via social media (Facebook, Twitter, Instagram, Snapchat)
- Produce marketing materials for print and digital platforms
- Provide photography during Association tournaments/events
- Provide support to golfers for the MyVSGA and GHIN mobile apps
- Answer questions from clubs and golfers on GHIN, the VSGA's handicap management software
- Provide support to clubs for Golf Genius, the VSGA's tournament management software
- Assist on projects with staff utilizing the Hubspot CRM and marketing automation tools

WHAT YOU BRING:

- College degree (completed or in process)
- Valid driver's license
- Interest in golf
- Willingness to travel within the state
- Proficiency with social media platforms, especially Instagram, Twitter and Facebook.
- Outgoing personality and comfort interacting with various constituents.
- Organization of tasks and exceptional time management skills are required
- Requires strong work ethic, communication skills (both verbal and written), and ability to work in a team environment
- Up-to-date computer skills. Working knowledge of Canva, Social Media Platforms, Adobe Creative Cloud and/or other creative programs a plus
- Photography experience a plus

PHYSICAL DEMANDS:

- Must be able to lift 40 pounds
- Stand and walk for extended periods of time
- Work outside in extreme weather and temperatures

WHAT THE VSGA BRINGS:

- \$2,000 per month, plus overtime
- Food and accommodation expenses are paid for when traveling
- Company vehicle for use when traveling
- Staff apparel

HOUSING & TRANSPORTATION: The Intern must arrange for housing in the area and provide their own automobile transportation. The Intern will be reimbursed for all related expenses when traveling on VSGA business and reimbursed for the use of a personal automobile while on official business.

ABOUT THE USGA P.J. BOATWRIGHT INTERNSHIP PROGRAM:

In 1991, the USGA established the P.J. Boatwright Jr. Internship Program. This program is designed to give experience to individuals who are interested in pursuing a career in golf administration, while assisting state and regional golf associations in the promotion of amateur golf, on a short-term, entry-level basis. [Learn more about the USGA's P.J. Boatwright program](#)

HOW TO APPLY: To apply email a resume and cover letter to Courtney Hamlett at cjones@vsga.org. Applications will be accepted until December 31 or until the position has been filled.

Please contact Courtney Hamlett with any questions:

Virginia State Golf Association
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