



2024 Marketing & Communications Internship Description

CHAPTER OVERVIEW

First Tee – Western New York is a local chapter of the international non-profit youth development organization called First Tee. First Tee was created in 1997 by the World Golf Foundation to provide young people of all ethnic and economic backgrounds an opportunity to develop – through golf and character education – life-enhancing values such as honesty, integrity and sportsmanship. First Tee remains as the non-profit entity of the PGA Tour. By engaging young people in a combination of life skills, leadership and golf activities, they are exposed to positive traits and healthy habits that will help them achieve success in life. In the process, participants become valuable assets to their community. First Tee Life Skills Experience is the unique component that sets First Tee apart from many other successful junior golf programs and youth development programs through sport.

MISSION STATEMENT

First Tee is 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. We're Building Game Changers through our junior golf programs.

EMPLOYMENT STATUS

Internship – as few as 10 hours and as many as 30 hours/per week
Summer 2024 with flexible start date

JOB SUMMARY

First Tee – WNY intern will work with Staff, Coaches, Volunteers and Board Members to deliver the organization's mission and community engagement throughout Western New York. The Marketing & Communications Intern will directly report to the Assistant Executive Director and will assist on some project as assigned by the Executive Director and Program Director.

POSITION QUALIFICATIONS

- Exhibit First Tee's Key Commitments to Building Game Changers
- Has an interest and/or experience working with and/or coaching youth
- Energetic and enthusiastic while maintaining a positive attitude

- Maintain a professional and friendly attitude with all key stakeholders and colleagues
- Golf and/or mentoring experience is strongly preferred

ROLES AND RESPONSIBILITIES

- Gain an understanding of the First Tee organization structure and help apply network best practices of storytelling in a non-profit marketing plan
- Help with the planning and implementation of content strategy across all social media channels and email communication
- Manage the social media calendar as presented by the Assistant Executive Director
- Assist with promotion of the 2024 Volunteer Recruitment Plan and 2024 Fundraising Plan
- Attend programming including First Tee Classes, On Course Playing Opportunities, Outreach Events and Fundraising and Social Events and capture photo and video content

Ability To

- Provide excellent customer service skills towards staff members, parents, participants, donors and sponsors
- Read, understand, and apply established policies, procedures and practices established First Tee - WNY
- Work remote and in-person throughout Western New York – this includes travel between Buffalo, Niagara Falls, Batavia and Rochester
- Provide a safe and positive environment for key stakeholders
- Be engaged in coach and staff trainings and feedback sessions
- Reflect and regularly apply the First Tee Good-Better-How learning method

QUALIFICATIONS

- Must be able to complete and pass a national background check, national youth-development training, and First Tee training
- Must have means of transportation to travel throughout Western New York including Batavia, Buffalo, Niagara Falls and Rochester
- Has an interest in marketing, non-profit community engagement, golf and/or youth development
- Believes in the First Tee Mission and Core Values and is able to apply it to work settings
- Excellent written, communication skills and creativity skills
- Ability to meet deadlines and present deliverables
- Must be able to work in inside and outside conditions
- Be available to work some evenings and weekends

CRIMINAL BACKGROUND CHECK

In order to perform our due diligence in protecting the wellbeing and safety of the children we serve, The First Tee of Western NY will perform a criminal background check on all employees and volunteers. The First Tee of Western NY deems it necessary and advisable as a matter of policy to reserve the right to disqualify any person who has been charged and convicted of any crime on The First Tee of Western NY's list of disqualifying offenses.