



POSITION: 2027 USGA P.J. Boatwright Internship – Marketing and Communications

APPROXIMATE DATES: February 1 – October 31, 2027 (*flexible start/end dates*)

LOCATION: Lafayette, Louisiana

Discover a unique internship opportunity that bridges the world of golf and communications with the Louisiana Golf Association (LGA) and Louisiana Junior Golf Tour (LJGT). This position offers aspiring marketing and communications students and/or professionals the chance to make a meaningful impact on digital branding and promotional efforts in the golf industry.

As an intern under the guidance of the LGA's Executive Director and Director of Marketing & Communications, you will play a pivotal role in elevating the LGA & LJGT brand, promoting Louisiana golf, and creating engaging digital content. Your responsibilities will encompass various focus areas, including social media management, numerous digital platforms, public relations, marketing strategies, and effective communications.

RESPONSIBILITIES

- Design engaging content for the LGA website and newsletters, ensuring consistency across platforms.
- Assist in the advancement and development of the LGA website by updating and adding new content to enhance the user experience and information accessibility.
- Oversee and enhance the social media presence for both the LGA and LJGT on platforms such as Facebook, Instagram, Twitter, TikTok, LinkedIn and YouTube, developing content that integrates seamlessly with other communication channels.
- Provide coverage for LGA and LJGT events, photograph players and golf courses, conduct player interviews and craft championship recaps, along with press releases and promotional materials.
- Promote the positive aspects of golf by sharing the "good of the game" message on behalf of the LGA and United States Golf Association (USGA) and work to find interesting stories about LGA members to highlight to our audience.
- Work with the Director of Marketing and Communications on promoting the new Team Louisiana, part of the United States National Development Program.
- Coordinate with partners, sponsors, and stakeholders to optimize promotions and identify co-branding opportunities, including with the USGA and other entities.
- Assist in developing, executing, and monitoring marketing and digital communication strategies to increase brand awareness for both the LGA and LJGT throughout the state.
- Assist with marketing and promotional efforts aimed at membership retention, growth, and acquiring new sponsorships.



- Help with identifying and implementing new member benefits to enhance the overall experience for both LGA and LJGT members, promoting member clubs through social media channels.
- Explore community outreach opportunities to better serve the golfing community, engaging with member clubs to foster collaboration with LGA and USGA initiatives.
- Manage email distribution lists and media contacts, assisting in the coordination of media requirements for events and communications as needed and perform additional tasks as assigned to support the LGA and LJGT's goals and objectives.
- Ensure that the LGA individual sponsorship program is fulfilled successfully by distributing thank you gifts and maintaining a positive relationship with the sponsors and donors.

TRAITS AND EXPERIENCE

- Background in golf is not required, but an interest in golf administration or sports management is preferred.
- Self-motivated, personable, and enthusiastic with a strong work ethic. Reliable, punctual, and a team player.
- Coursework or degree in Marketing, Communications, Public Relations, or a related field.
- Excellent written and verbal communication, along with exceptional customer service abilities.
- Experience managing social media platforms and creating content for Facebook, Instagram, X, and YouTube.
- Flexible schedule with the ability to work extended hours, early mornings, weekends, and travel frequently across Louisiana.
- Ability to reside near LGA headquarters in Lafayette, LA, for the duration of the internship.
- Previous experience in writing, editing, and curating content for websites, newsletters, or blogs.
- Proficiency in graphic design tools (e.g., Canva, Adobe Creative Suite) to create visuals for social media and marketing materials is a plus.
- Understanding of marketing principles and strategies, particularly in digital marketing and branding.
- Basic knowledge of website management (e.g., WordPress) and email marketing platforms (e.g., Hubspot).

COMPENSATION: \$2,500/month Job expenses are also covered (mileage, staff uniforms, meals while traveling, etc.)

APPLICATION DEADLINE: Open Until Filled

TO APPLY: Email cover letter and resume to Logan Ray, Executive Director (loganr@lgagolf.org) and include a minimum of three references.