

social media internship 2 0 2 4



The Sanderson Farms Championship is a professional golf tournament on the PGA Tour, played annually in Jackson, MS. It is an esteemed week-long golf tournament that brings together professional golfers and enthusiasts worldwide. This year, the Tournament's primary charity is Friends of Children's Hospital, which benefits Children's of Mississippi, along with Century Club Charities and other Mississippi Charities. We take pride in showcasing exceptional talent, fostering a vibrant atmosphere, and celebrating the spirit of golf.

Internship Details

Position | Social Media Intern
make up the Tournament's Social Media Team

Salary | \$500 for the entire week
6 hours per day, 7 days total

Duration | September 30th - October 6th, 2024
Monday-Thursday interns will have one 6 hour shift each day with Friday-Sunday being full days

Location | The Country Club of Jackson, Jackson, MS
on-site attendance required

Position Summary

We are seeking four dynamic and creative interns for a Social Media Team during the Sanderson Farms Championship. The Social Media Team will work alongside the Tournament's creative agency, Maris, West and Baker, and will play a pivotal role in capturing the excitement and essence of the Tournament through captivating photos and videos. The Team will be responsible for curating and posting engaging content across various social media platforms to attract viewers, encourage attendance, and foster a sense of community around the event. Successful interns will have an eye for detail, an interest in storytelling, and an understanding of social media trends and strategies.



social media internship 2024



Key Responsibilities

- Attend the Sanderson Farms Championship events throughout the week, capturing high-quality photos and videos that reflect the energy and personality of the Tournament.
- Create compelling and visually appealing social media content, including posts, stories, reels, and captions to showcase the Tournament's highlights, players, fans, and memorable moments.
- Execute according to the content calendar to ensure a consistent and timely presence on social media platforms such as Instagram, TikTok, Facebook, and X.
- Collaborate with the Maris, West and Baker Team to align social media content with the Tournament's overall marketing and branding strategies.
- Monitor social media engagement, respond to comments and messages, and actively engage with followers to build a loyal and interactive online community.
- Stay updated with industry trends, social media best practices, and emerging platforms to implement innovative approaches and enhance the Tournament's online presence.

Qualifications and Skills

- Currently pursuing a degree in Marketing, Communications, Journalism, or a related field (or equivalent experience).
- Proficiency in using social media platforms, including but not limited to Instagram, TikTok, Facebook, and X.
- Access to up-to-date equipment (iPhone preferred) to be used to capture photos and video content.
- Photography and videography skills with the ability to capture compelling and engaging visual content.
- Excellent written and verbal communication skills, with a knack for storytelling and crafting engaging captions.
- Ability to work in a fast-paced, dynamic environment and manage multiple tasks efficiently.
- Attention to detail, reliability, and a positive attitude.
- Must be able to lift 20 plus lbs., expected to be on feet most of the day walking the course grounds averaging 3-5 miles daily.
- Knowledge of golf and familiarity with golf tournaments is a plus but not mandatory.

Benefits

Gain hands-on experience in social media management and content creation.

Work closely with a marketing team and network with professionals in the field.

Implement creative ideas and have your work showcased to a wide audience.

Complimentary access to Sanderson Farms Championship events during the internship period (Sept. 30 - Oct. 6).

apply now!

Please apply at tinyurl.com/sfcintern24 by end of day September 13, 2024:

You will be asked to submit contact information, availability, resume, samples of creative work (links to social media accounts, photography/videography samples, writing pieces, etc. Get creative!), and a brief cover letter explaining why you are the ideal candidate for this role.

We look forward to an enthusiastic intern joining us for a great experience at the Sanderson Farms Championship on the Social Media Team!

Questions about the application or position can be sent to elly.wurm@mwb.com.