

Marketing Internship at The Links at Hunters Ridge

The Links at Hunters Ridge is an 18-hole, links-style golf course located in Howell, MI. A new ownership team (mostly MSU grads) purchased the 25-year old course in 2019 and is making significant course improvements. LHR has a new branding package including a new logo, collateral, and social media and advertising messages but, there is still much work to be done. Our challenge is to overcome a legacy of poor customer service and delayed course maintenance.

As a marketing intern you will be helping to launch a new marketing strategy to improve the course reputation, message reach, customer service, and data analytics. Under the supervision of Jenny Simich, MSU Executive MBA grad, you will perform some or all of the following duties:

- Learn and become skilled at email database platform, MailChimp. Maintain course database.
- Create a series of weekly email blasts to the LHR golfer database promoting various offerings and information updates.
- Write weekly blog posts for LHR website about current course events, maintenance and improvements, and COVID-19 protocols for maintaining safe conditions.
- Post relevant content to LHR social media including text, video, and pictures.
- Maintain marketing calendar by delivering accurate content on-time.
- Participate in phone meetings with radio and print advertising outlets.
- Assist in event planning such as golf outings and league events such as steak night, etc.
- Assist in promoting and launching new weekend Couples league.
- Assist in coordinating large LHR events on day of event such as the Polish Open.
- Learn general clubhouse operations and customer service skills such as checking customers in and occasional starter and ranger duties.
- Other marketing duties as requested.

We are looking for an outgoing individual with a business and marketing focus.

Must be proficient at Microsoft office suite and have own computer.

This opportunity will require 20 hours per week and is unpaid. As many duties can be performed offsite, physical presence at the course is necessary about 10 hours per week, on weekends and during weekend events.

Therefore, the perfect candidate for this position will be self-motivated, detail oriented, and proactive. LHR is open from 7am to 9pm so flexibility in scheduling is necessary.

We are looking forward to providing an excellent learning opportunity with practical application in your career.