Social Media / Marketing Intern
Job Description

Chimera Golf Course and its Restaurant Slice 19, wishes to significantly improve its social media presence, creating a buzz around Chimera and a stickiness to the course by engaging the local golfer and the tourist interested in playing a round while in Las Vegas. In addition, Chimera desires to meaningfully enhance its marketing of the course and restaurant.

To accomplish these tasks, Chimera is searching for just the right Intern who possesses sports marketing skills and proven social media expertise, exhibiting knowledge of the effectiveness each of the various social outlets offers. This individual must think in terms of acceptable social media action that engages and associates the golf community with Chimera, focusing on the Millennial population.

Responsibilities

1) To initiate and elevate Chimera’s social media position on the various platforms (Twitter, Facebook, YouTube, Instagram, Pinterest, Tumblr, Reddit, Flickr, etc.) and golf related websites, increasing buzz and enthusiasm amongst the golf community locally, nationally and Internationally, with an emphasis on introducing Chimera, expounding its benefits, challenge of play and highlighting its value. Design and implement an effective campaign countering unfounded social media commentary which harms Chimera’s reputation within the golf community.

2) Develop and enhance various attractive golf packages and market those offerings to:
   - hotels as a strategic partnership;
   - corporations and social groups interested in team building or group activities;
   - convention attendees through the hosting and member organizations; and
   - vacation clubs, thereby enhancing the golfers’ Las Vegas experience.

3) Utilize some of these very same golf packages to attract and retain the local golfer, supplemented by specific offerings that can only be enjoyed by locals because of time of day, day of week or season.
Skills

Besides being a master of each of the relevant social media platforms with proven results, this candidate must have excellent written and verbal communication skills.

This will be an autonomous position, periodically interacting with Chimera’s management thus there must comfort in taking the initiative, working in an unstructured environment with little guidance and accepting responsibility for meeting agreed to objectives. There will be periodic meetings to assess direction and velocity along with directional change which would be beneficial to the objective.

The person in this role should be comfortable reaching out to and communicating with individuals at all levels within the hospitality industry.

It is critical that this individual be able to think through the implications of one’s actions and the impact it will have on Chimera in the social media universe.

One should expect to work between 10 to 40 hours/week for a period corresponding to the University’s Internship requirement. This is a paid, independent contractor position resulting in a 1099 at the end of the calendar year and the individual in this position will be responsible for his/her own taxes.

This person will be comfortable with various business software programs (Word, PowerPoint, Photoshop, Excel, etc.) in order to effectively implement one’s marketing plan into a tangible, professional deliverable.

Being a golfer or having knowledge of the game is highly beneficial but not necessary

Location

The right candidate for this position can live anywhere in the US (lower 48) but must have access to reliable, high speed Internet connectivity. Occasional travel to Henderson, NV may be required. Most interaction with potential business connections will primarily be located in the Pacific Time zone.

Questions?

Email any questions you may have to SocialMediaIntern@ChimeraGolfClub.com
Interested?

Email your resume in PDF format to SocialMediaIntern@ChimeraGolfClub.com