



POSITION:

Sales and Marketing Intern

LOCATION:

Bodega Harbour

REPORTS TO :

Director of Sales & Marketing

START DATE:

ASAP

Facility Description:

The NEW Links at Bodega Harbour is an 18 hole golf resort open to the public. In addition to golf, this facility features a full-service restaurant, Banquet Facilities and a Pro Shop.

Job Summary/General Description:

This position is responsible for assisting with the implementation of sales and marketing strategies, plans, and programs primarily designed to increase golf rounds played, maximize golf and catering revenue and promote a positive image overall of the facility. General responsibilities include assisting with direct and/or telephone sales, direct marketing communications, e-marketing communications, special event promotions, and community relations.

Essential Duties and Responsibilities:

- Conduct cold calls to provided prospect list to help generate sales leads
- Attend appropriate networking events to establish and maintain close relationships with decision makers
- Research competition and current market conditions on a continuing basis
- Provide insightful site tours of property in absence of others, taking accurate messages for referrals or handling questions which do not require the attention of others
- Assist with updating customer and client databases
- Support maintenance of facility website and electronic newsletters with regards to news, events, specials in a timely manner
- Provide support on other administrative duties such as typing up sales contracts, filing, data entry, direct mail package fulfillments, etc.
- Attend and contribute to weekly Banquet Event Order meetings
- Perform other duties as appropriate

Qualifications & Other Basic Knowledge Requirements:

- Associate's Degree preferred but not required.
- Minimum of 2 years applicable marketing, sales experience preferably in the golf industry, hospitality, destination management, and/or meeting planner industry. Classes in these areas acceptable for consideration.
- Demonstrated quality written, verbal, technical and interpersonal communication skills.
- Must be proficient in Microsoft Word, Excel and PowerPoint.
- Good verbal and written communication skills, including accurate usage of grammar, spelling and punctuation
- Solid organization and prioritization skills
- Ability to efficiently navigate the web and manage electronic files
- Ability to analyze and solve problems; efficiently handle multiple duties under pressure
- Positive attitude, professional manner and appearance in all situations.

*This is an unpaid internship, but perks include free lunch, golf and numerous networking event lunches and dinners.

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