

Social Media/Digital Creation Internship

Organization: Paducah Tennis Association (PTA)

Location: Remote/Hybrid (Paducah, KY area preferred)

Duration: 12 months

Hours: Part-time, approximately 5–10 hours per week

Compensation: Unpaid (service hours or community experience can be arranged)

About Paducah Tennis Association (PTA):

The Paducah Tennis Association is a nonprofit organization dedicated to promoting tennis and building a strong, inclusive community. We host tournaments, clinics, and events that inspire people of all ages and skill levels to get involved in the sport.

Position Overview:

Are you a creative high school or college student passionate about social media and digital design? PTA is looking for a **Social Media/Digital Creation Intern** to help us share our mission online! This internship is a great opportunity to develop professional marketing skills, gain experience in content creation, and help promote tennis in Paducah.

What You'll Do:

- **Social Media Management:**
 - Post updates, event promotions, and engaging content to PTA's social media platforms (Facebook, Instagram, etc.).
 - Respond to comments and messages to connect with the community.
- **Content Creation:**
 - Design eye-catching graphics for events, tournaments, and community highlights using tools like Canva or Adobe Spark.
 - Create short videos or reels to showcase tennis activities, players, and events.
 - Take photos or use provided materials to highlight PTA's work.
- **Planning and Strategy:**
 - Brainstorm creative campaigns to boost engagement and followers.
 - Help develop a posting schedule to keep content consistent.
- **Performance Tracking:**
 - Use tools like Instagram Insights or Facebook Analytics to track how posts perform.
 - Share insights and suggest ways to improve engagement.
- **Create, Present and Execute a Special Project**
 - create a project related to your work at the April Board meeting detailing what the project will include, why it is needed, how it will be completed and expected duration
 - work with board and community members to successfully implement project
 - report regularly to board on project goal satisfaction

What We're Looking For:

- -High school (current 10th or 11th grade student) or college student interested in social media, marketing, or graphic design.
- Familiarity with platforms like Instagram, Facebook, TikTok, or Canva is a plus.
- Creative and willing to share ideas.
- Organized and able to meet deadlines.
- Passionate about making a positive impact in the community!

What You'll Get:

- Hands-on experience managing real-world social media accounts.
- Build a portfolio of content to showcase for future school or job applications.
- Learn marketing strategies and improve your design skills.
- Flexible hours to fit your school and extracurricular schedule.
- Be part of a friendly team that loves tennis and community building!

How to Apply:

Complete form at <https://paducahtennis.com/2025internshipopportunities>

Interviews will be conducted December 28, 2024 - January 11, 2025 with Intern selected by January 15, 2025

Join PTA and help us inspire the Paducah community to fall in love with tennis!