

## Job Description

<b>Job Title:</b>	Golf Social Media Officer	<b>Job Category:</b>	Internship (for 8 months)
<b>Department/Group:</b>	Saints Sport, Performance Sport	<b>Benefits:</b>	<ul style="list-style-type: none"> <li>- A learning stipend of £250 per month based on 10 hours per week</li> <li>- Sports club + Bolt On membership</li> <li>- Saints Sport apparel</li> <li>- Personal development and team building opportunities</li> <li>- Complementary ticket to Saints Sport Awards</li> </ul>
<b>Location:</b>	Saints Sport	<b>Start date:</b>	September 2025
<b>Responsible to:</b>	Director of Golf	<b>Date Posted:</b>	September 2025

### Context

The University's Performance Golf Programme stands as one of the most successful university programmes of its kind, producing athletes who excel on both national and international stages.

Delivered through the prestigious Saints Golf Performance Scholarships, the programme provides world-class training, competition opportunities, and academic support that enable student-athletes to thrive in every aspect of their development. Its strength and sustainability are made possible through the generous backing of The R&A, the St Andrews Links Trust, and The 600 Club—our global community of dedicated supporters—whose commitment has helped establish the programme as a benchmark for excellence in university golf worldwide.

<https://golf.wp.st-andrews.ac.uk/performance/>

Are you passionate about golf and skilled in digital storytelling? The University Performance Golf Team is seeking a dynamic and creative student intern to join us as our Social Media Officer. This exciting opportunity offers hands-on experience in sports media, content creation, and brand development—perfect for someone looking to build a career in communications, marketing, or sport management. As part of the team, you'll play a key role in showcasing our athletes' achievements, promoting events, and engaging our growing online community.

### Roles and Responsibilities

- **Content Creation & Management**
  - Develop engaging content for Instagram, Facebook, LinkedIn and other platforms to highlight team achievements, fixtures, and player profiles.
  - Capture and edit photos and videos during training sessions, matches, and events.
  - Create graphics and promotional materials using tools like Canva or Adobe Creative Suite.
- **Event Coverage**
  - Travel with the team to key fixtures and tournaments, including **BUCS Match Play** and **The R&A Student Tour Series**, providing live updates and behind-the-scenes coverage.
  - Conduct interviews with players and coaches to share insights and build team narratives.
- **Strategy & Engagement**
  - Collaborate with Director of Golf, Saints Sport and University marketing and communications teams to align content with broader goals.
  - Monitor engagement metrics and adjust strategies to grow audience reach and interaction.
  - Schedule posts and manage content calendars to ensure consistent and timely updates.
- **Brand Development**
  - Help shape the digital identity of the Performance Golf Team, ensuring tone and visuals reflect the team's values and ambitions.
  - Explore opportunities for partnerships and sponsorship visibility through social media.
- **Sponsor & Partner Activation**
  - Showcase current sponsors and partners through dedicated content and event coverage.



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- Support activation campaigns and help identify new opportunities for collaboration and visibility.

### Knowledge and experience

#### Essential:

##### Social Media Platforms

- Strong working knowledge of Instagram, Facebook, and LinkedIn, including posting formats, engagement strategies, and analytics tools.

##### Content Creation

- Experience in photography and videography, including basic editing skills.
- Ability to write engaging captions and craft compelling narratives tailored to a sports audience.

##### Communication Skills

- Excellent written and verbal communication, with confidence in interviewing athletes and staff for media content.

##### Team Collaboration

- Experience working in a team environment, with the ability to take initiative and respond to feedback constructively.

##### Time Management

- Proven ability to manage multiple tasks and deadlines, especially during busy competition periods.

#### Desirable:

##### Sports Knowledge

- A good understanding of golf, including tournament formats, scoring, and terminology—ideally with familiarity with BUCS and The R&A Student Tour Series.

### Skills

#### Essential:

##### Creative Storytelling

- Ability to craft compelling visual and written content that captures the spirit of the team and engages diverse audiences.

##### Photography & Videography

- Skilled in capturing high-quality images and video footage during training, travel, and competition, with an eye for dynamic sports moments.

##### Editing & Design

- Proficient in basic photo and video editing, as well as graphic design tools like Canva, Adobe Photoshop, or Premiere Rush.

##### Social Media Management

- Confident in using social media platforms professionally, including post scheduling, hashtag strategy, and audience engagement.

##### Communication & Interpersonal Skills

- Comfortable interacting with athletes, coaches, and staff to gather stories, conduct interviews, and represent the team positively.

##### Organisation & Time Management

#### Desirable:



University of  
St Andrews



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| <ul style="list-style-type: none"><li>• Able to manage content calendars, meet deadlines, and adapt quickly during busy competition periods or travel.</li></ul> <p><b>Attention to Detail</b></p> <ul style="list-style-type: none"><li>• Ensures accuracy in captions, tagging, and branding, with a strong sense of visual consistency and tone.</li></ul> <p><b>Adaptability &amp; Initiative</b></p> <ul style="list-style-type: none"><li>• Willing to take creative risks, respond to feedback, and work independently in fast-paced environments.</li></ul> |  |
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