



What's Trending?

Communication & Marketing Interns

We are seeing a huge push from our affiliated clubs for more information on how to facilitate a successful internship experience within the membership office. Because the spotlight on private club communications and marketing is only growing brighter, the need for talented and dedicated efforts is becoming essential. Interns tend to be tech savvy and eager to learn, making them a great option to bear some of the increasing workload that is carried by private club membership and marketing professionals.

Communications and marketing interns can build communication schedules, work with department heads to develop creative content, track online metrics and reporting, design promotional pieces, and assist with member events just to rattle off an easy few.

Here are a few tips for success if you're considering investing in a communications and marketing intern...

Goals - Get a clear understanding up front of what your intern is looking to gain from working with you and communicate your expectations. This will help set up the relationship and opportunity for success. Agree on goals together that can then guide your combined efforts.

Projects - Give your intern something specific to work on that they can take ownership of. This shows them you have confidence in their abilities, gives them flexibility to be creative, and makes them accountable for the results.

Meetings - Commit to regular meetings with your intern. This gives your intern a specific time to ask questions and holds you both accountable for reviewing progress. It also shows your intern they are a priority, which encourages them to do good work.

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