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Summer 2025 Impact Interns Position Description

Organization Information

Organization Name: The Dented Puck Foundation

Address: 26 Ballentine Drive, North Haledon, NJ 07508

Organization Website: <http://www.thedentedpuck.com>

Organization Description: The Dented Puck Foundation is internationally recognized as the leader in the growth of the parasport of blind hockey in the USA. We are 100% disabled run, and host hockey tournaments, create awareness through events, instill inclusion by partnering to grow blind hockey in regular hockey communities, and are currently working on various special projects to grow our sport in participation, awareness, and support.

Position Logistics

Intern Preference: Graduate student

Start and End Date: Beginning mid/late May ending mid August

Hours per Week: Flexible, but listed event dates required (no travel required)

Number of Weeks: 12

Expected Daily Hours: Daily hours are flexible and will depend on schedule. Expected to virtually support event weekends.

Important Availability Dates: July 6-11 and July 24-27

Location: Remotely

Position Information

Core Technical Skill Set:

- Marketing - includes physical material development, brand strategizing, website editing, and search engine optimization
- Social Media - includes developing social media content, tracking engagement, and creating an online presence

General Duties and Responsibilities:

- Learn the Nonprofit space and Marketing through Webinars
- Social Media Management
- Website Management
- Google / Microsoft Ad Grant Management
- Creating Positive Connections through Personal Network
- Event Marketing and Awareness Strategy

- During Event Marketing and Social Media

Specific Deliverable(s):

- Social Media Impact and Footprint - Utilizing all facets of Social Media, Ad Grants, and the website, create content that will drive new eyes (pun intended) to blind hockey.
- Create a framework for our programs and their individual marketing concepts
- Develop a working understanding of both Microsoft Ad Grants and Google Ad Grants to create and develop a framework of successful campaigns and best practices.
- Actively expand upon our Grantseeking program with updates and advice.
- Utilize LinkedIn to create connections within our Board to advance the Foundation.

Qualifications:

- Demonstrated Understanding of Social Media Platforms, Trends, and Impact
- Self-Driven worker with a passion to grow
- Excellent Communication and Organizational Skills

Preferences:

- Understanding of the Sports and/or Disabled Community
- High-level understanding of the role
- Impact-focused

Physical Demands of Position: This job can be done from home. As a new nonprofit, we do not have the capital to support travel for our interns. However, the intern is welcome at all events, but expected to support from home.