



Position Title: Design, Website & Creative Intern (Paid)

Department: Marketing & Communications

Supervisor: Senior Manager, Marketing & Communications

FLSA Status: Non-Exempt

Duration: July 27 - Nov 9th

Job Summary

USTA NorCal is seeking a creative, detail-oriented Design, Website & Creative Intern to support graphics, apparel design, merchandise branding, print materials, and website creative projects. This role is ideal for a student or early-career creative interested in design, sports culture, visual storytelling, and community-centered branding. The intern will gain hands-on experience developing creative materials for USTA NorCal programs, events, merchandise, educational initiatives, and outreach campaigns.

Key Responsibilities

- Assist in creating apparel and merchandise graphics for screen print, embroidery, DTF, and other production needs
- Support the design of flyers, posters, signage, handouts, and other event or promotional materials
- Assist in creating graphics for merchandise releases, campaigns, community events, and special projects
- Assist with website visuals, digital banners, landing page graphics, and other online assets
- Research and identify trends in sportswear, tennis, lifestyle apparel, and merchandise design
- Help organize a merchandise release calendar connected to USTA NorCal events, programs, Heritage Months, community activations, and major sports or cultural moments
- Organize and maintain creative files, design drafts, production assets, and reference materials organized
- Collaborate with cross-functional teams to support creative projects and help ensure deliverables are completed on time and aligned with project objectives.

Qualifications

- Current student, recent graduate, or emerging creative looking to build experience in graphic design, visual communications, marketing, apparel design, digital media, or a related area
- Interest in sports, tennis, apparel, branding, nonprofit marketing, and or creative storytelling
- Some experience making graphics for social media, digital platforms, print materials, or apparel
- Comfortable using, or willing to learn, design tools such as Canva, Adobe Illustrator, Photoshop, InDesign, or similar platforms
- Detail-oriented, organized, and able to learn and follow brand guidelines
- Able to build skills on balancing multiple creative projects and help meet deadlines with guidance from team
- Open to feedback and willing to revise designs as needed
- Creative, collaborative, and interested in telling inclusive, community-centered stories
- Must have access to reliable transportation
- Consistent availability from July 27 - Nov 9th
- Must be [Safe Play](#) approved prior to start date

Preferred Experience

- Experience designing apparel graphics, merchandise, posters, flyers, or social media assets
- Understanding of file preparation for print, embroidery, screen print, or DTF production
- Interest in sportswear trends, streetwear, tennis culture, or event branding
- Experience supporting websites, digital campaigns, or online content updates
- Portfolio, class projects, or samples of creative work are encouraged

Skills You Will Build

- Apparel and merchandise design for a sports organization
- Brand-aligned design and campaign development
- Print and digital production workflows
- Website creative support and digital asset creation
- Sports marketing and community engagement strategy
- Calendar planning tied to cultural, educational, and sporting moments

Benefits

- Hands-on experience with a respected regional sports organization
- Opportunity to build a professional design portfolio with real-world projects
- Exposure to sports marketing, nonprofit programming, and community engagement
- Mentorship and feedback from marketing and program staff
- Experience designing for events, campaigns, merchandise, and digital platforms

- Opportunity to contribute to meaningful work that helps grow tennis across diverse communities
- Flexible learning environment with opportunities for creative input

Compensation

Compensation details to be determined by USTA NorCal. \$20 hr, internet and phone stipend, academic credit eligibility, and academic credit if applicable.

Schedule & Location

This is a hybrid internship with a flexible schedule based on organizational needs. Most work will take place during our normal operating hours, Monday through Friday, 8:30 a.m. to 4:30 p.m. Interns should expect a combination of remote work, in-person office work in Alameda, CA, and off-site event support. Occasional evening or weekend availability may be requested for special events, programs, or community activations.

Come One, Come All

We strongly encourage you to apply if you're interested; we'd love to learn how you can "serve" our team with your unique experience!

USTA is dedicated to providing equal employment opportunities for all individuals, regardless of age, disability, national origin, race, color, religion, sex, sexual orientation, gender, gender identity, or expression, pregnancy, veteran status, marital status, family status, alienage or citizenship status, creed, genetic information, or any other status protected by applicable federal, state, or local law.

We will ensure that individuals with disabilities are provided with reasonable accommodation to participate in the job application or interview process, to perform essential job functions, and to receive other benefits and privileges of employment. Please contact us to request accommodation.

USTA NorCal is committed to creating an inclusive and welcoming environment for all. We encourage candidates from diverse backgrounds, experiences, and communities to apply.

How to Apply

Interested candidates should submit a resume to our team at marketing@norcal.usta.com by July 13th and, if available, a portfolio or samples of design work that demonstrate creativity, attention to detail, and interest in visual communication.