

TITLE: Media & Marketing Internship

RESPONSIBLE TO: Executive Director and Program Director.



OVERVIEW:

Under the supervision of the Executive Director and Program Director, the Media & Marketing Intern's primary responsibilities are to:

- Implement and assist with marketing, public relations, and promotional communications.
- Manage and implement content on WNC's social media platforms.
- Document activities and programs both through film and photography at WNC.

HOURS:

Up to 40hrs/week. Hours and responsibilities will vary depending on intern's availability and program schedule. Individual schedule and work plan will be established at the onset of the internship. Some weekends may be required.

RESPONSIBILITIES MAY INCLUDE:

1. Assist in database management with marketing information.
2. Assist with Program and Hospitality marketing content development using new and existing templates.
3. Support marketing activities including updating presentations, creating proposals, and grant applications.
4. Learn and maintain the visual identity standards of Woldumar Nature Center's brand.
5. Assist with the design and execution of marketing materials including flyers, brochures, event materials, ads, web banners, and more.
6. Social Media responsibilities include:
 - a. Design and implement Facebook, Instagram, and Twitter campaigns and provide reports at weekly staff meetings on Social Media insights.
 - b. Seek new promotions and stay up-to-date with current marketing trends.
7. Assist in designing and structuring WNC Member Newsletter with minor edits and seasonal updates to an existing template. The possibility of new template creation.
8. Maintain online community calendars.
9. Create press releases, coordinate poster printing, and distribution, and implement online marketing campaigns.
10. Maintain a positive working relationship with all co-workers, students, teachers, volunteers, parents, and visitors.
11. Be prepared and on time for scheduled work hours, programs, and meetings.
12. Work with the center's staff on all program-related grounds and facilities needs.
13. Uphold the personnel policies and procedures of Woldumar Nature Center and represent the organization in a positive, professional manner. Adhere to WNC code of conduct and dress code during working hours.
14. Assist with other duties related to Woldumar's mission as assigned.

DESIRED QUALIFICATIONS & SKILLS:

1. Must be at least 18 years of age and able to pass a background check.
2. Experience writing, editing, proofreading, and/or graphic design.
3. Knowledge of social media advertising strategies.
4. Knowledge of Canva, InDesign, Google Apps, and Microsoft Office.
5. Excellent written, verbal communication, and reasoning skills.
6. Motivated, self-starter with an ability to prioritize time-sensitive assignments.
7. Advanced knowledge of social media platforms including Facebook, Instagram, and Twitter.
8. Physical ability to work outdoors, lead hikes on rough terrain in all weather conditions, and provide first aid/CPR if necessary.
9. Able to lift a minimum of 30 pounds.
10. Responsible, flexible, innovative, friendly, dedicated to environmental education, and must be able to work independently.

ORIENTATION AND TRAINING:

1. On-the-job training and orientation will be provided on-site by staff.
2. Opportunities for professional development. First Aid/CPR/AED certification training provided.

This is an unpaid internship and is highly encouraged to be for credit. Openings for fall, spring, and summer semesters.

Interested candidates should submit their cover letter, resume, and reference list (min 3) to Daniel Auer at programs@woldumar.org