

TITLE: Media & Marketing Internship

RESPONSIBLE TO: Executive Director and Program Director.

POSTED: 1/10/2020

APPLICATION INSTRUCTIONS:

Submit cover letter, resume, and 3 professional references to Executive Director Kevin Wernet director@woldumar.org by 4/1/2020.



OVERVIEW:

We are looking for a motivated, self-starter with a passion for sharing the story of the natural world. Intern will gain portfolio pieces, experience managing student and volunteer groups, ability to work outside and make a difference in Woldumar's mission to educate people about the natural environment.

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.
- Help tell the story of the organization through content, both visual and written.

HOURS:

Between 10-20 hours/week. Individual schedule and work plan will be determined with supervisor. Some weekends may be required. Hours and responsibilities will vary depending on intern's availability and program schedule.

RESPONSIBILITIES MAY INCLUDE:

Alongside our amazing staff and volunteers, the communications intern will:

- Assist in all aspects of marketing including work on both new projects and existing templates.
- Support fundraising activities, including events, proposals, and grant applications.
- Design and implement social media campaigns to further the mission; provide regular reports.
- Assist with design, editing, and promotion of the member newsletter.
- Maintain and promote online community events calendars.
- Help generate press releases and promotional plans for events and initiatives.
- Assist with other duties related to Woldumar's mission as assigned.

REQUIREMENTS:

- Must be at least 18 years of age and able to pass a comprehensive background check.
- Maintain a positive attitude and working relationship with staff, students, volunteers, parents, and visitors.
- Learn and maintain the visual identity standards of Woldumar Nature Center's brand.
- Ability to work with staff and volunteers on all program-related grounds and facility's needs.
- Uphold the personnel policies and procedures of Woldumar Nature Center and represent the organization in a positive, professional manner at all times. Adhere to WNC code of conduct and dress code during working hours.

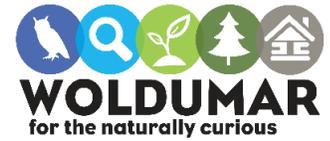
DESIRED QUALIFICATIONS & SKILLS:

- Experience writing, editing, proofreading, and/or graphic design. Knowledge of Canva, InDesign, Google Apps, and Microsoft Office
- Excellent written, verbal communication, and reasoning skills; understanding of social media strategies.
- Motivated, self-starter with an ability to prioritize time-sensitive assignments.
- Physical ability to work outdoors, lead hikes on rough terrain in all weather conditions, and provide first aid/CPR if necessary. Able to lift a minimum of 30 pounds.

NOTES:

- On-the-job training and orientation will be provided on-site by staff.
- Various opportunities for professional development exist.
- This opportunity can be used for undergraduate or graduate credit: Small stipend may be provided based on individual circumstances.
- Openings for fall, spring, and summer semesters.

This is an unpaid internship and required to be for undergraduate or graduate credit. Openings for fall, spring, and summer semesters.

**WHO WE ARE:**

The Woldumar Nature Association is a 501(c)3 nonprofit organization with a mission “to educate people about the natural environment.” Since 1963, Woldumar has been a resource for area schools, families, and the entire Greater Lansing Community, offering seasonal day camps, field study, and educational community events. We serve over 6000 students each year.

Woldumar protects and restores over 180 acres of ecologically significant green space in southwest Lansing. A working farm before it was generously donated by Gladys Olds Anderson, the property now boasts prairie, pine forest, wetlands, and hardwood forest, bounded by over 1.5 miles of Grand River shoreline. Five miles of hiking trails are open daily to the public.

A community of association members, volunteers, and individual and corporate program sponsors help keep this tremendous local resource available. The nature center is a popular venue for weddings, meetings and conferences, birthday parties, and other social events which help raise funds to support our nonprofit mission.

Woldumar is governed by a board of directors elected by the membership, and operated by a small year-round staff currently consisting of an Executive Director, Program Director, Hospitality Manager and Groundskeeper. During an exciting time of growth for the organization, we strive to continue engaging more people in our existing programs while diversifying our offerings to reach new communities.

DIVERSITY & INCLUSION STATEMENT: Woldumar values a diverse and inclusive community and therefore does not and shall not discriminate on the basis of race, skin color, religion (creed), gender, gender identity or expression, age, national origin (ancestry), disability, marital status, attractional/sexual orientation, or military status, in any of its activities or operations. We are committed to the recruitment, retention, and development of a diverse workforce that represents the Greater Lansing Community.

STAFF VALUES STATEMENT: We are a staff who cares about Woldumar, its members, visitors and customers; the children under our supervision; our fellow staff members; and the quality of work we do. We strive to communicate effectively with each other and our constituents, and hold an organizational culture of honesty and integrity in the highest regard. We are willing to challenge the status quo and try new things as we share the responsibility of fulfilling Woldumar’s mission.

GUIDING PRINCIPLES:

- 1) As staff, board members, volunteers, or members of the association, it is our duty to fulfill the mission, assure good stewardship of the resources we’ve been entrusted with, and raise funds to sustain and grow those efforts.
- 2) Woldumar is more than a park, it is a cause and a community.
- 3) Environmental education and natural areas should attract a diverse constituency.
- 4) Outdoor recreation provides a valuable gateway to conservation ethics and environmental education.
- 5) Spending time in nature is important to one’s physical and psychological well-being.
- 6) Scientific knowledge should uplift, encourage and inspire people.