



Marketing & Communications Intern Position Description

FLSA Status: Non-Exempt Seasonal Part-Time

Reports to: Marketing & Communications Manager

Position Summary: The Marketing & Communications Intern will assist in the development and execution of tasks relating to internal/external communications, digital/print marketing, advertising & public relations, social media, media relations and other duties as assigned.

Responsibilities:

Social Media

- Draft and schedule daily/weekly social media posts through an online scheduler
- Update social media profiles information (logins, bios, etc.) as needed
- Assist in developing and maintaining social media policies and regulations

Communications

- Update and maintain list of media outlet contacts
- Add community programs/events to online community calendars (GRNow, MLive, etc.)
- Change out content on outside marquee as needed
- Assist in drafting and disseminating the organization's monthly e-newsletters
- Update organizational internal/external written policies, procedures and regulations

Website

- Update content on company's website on a regular basis
- Serve as secondary contact for the organization's online maintenance vendor
- Meet with necessary staff from all departments to determine website updates and needs

Print Materials

- Assist in the design and/or coordination of the organization's printer materials (brochures, pamphlets, flyers, rack cards, etc.)
- Serve as point of contact for printing vendor to order print materials as needed
- Meet with staff to determine print needs for upcoming programs and tabling events

Photography/Videography

- Take photos and videos during school programs, weekend programs/events, etc.
- Edit organizational photos and videos as necessary
- Organize content in central library to be located and used when needed

Minimum Required Qualifications:

Candidate should be a student at an accredited community college or university. Primary study areas could include marketing, communications, ad/PR, graphic design, or related field:

- Excellent written/verbal skills and communication
- Ability to learn new tasks quickly and manage multiple duties at a time
- Ability to work weekends and late evenings during certain programs & events
- Proficient in Microsoft Office (Word, Excel, PowerPoint, Publisher, etc.)

- Preferably skilled in Adobe programs (InDesign, PhotoShop, Premiere Pro, etc.)
- Experience with camera operation, editing, and photo/video production preferred
- Knowledge and experienced use of management systems (HootSuite, Asana, Constant Contact, etc.)

Time Commitment:

- Average 15-20 hours per week
- Candidate has ability to create own schedule within normal business hours (M-Sa 9am-5pm, Thursdays 9am-7pm)
- Seasonal position starting late-June and ending late-August, with the possibility of extending the internship.

Compensation:

- College Credit hours
- Complimentary Family Membership

To Apply:

Please send the following documents electronically to jobs@blandfordnaturecenter.org:

- Cover letter
- Resume
- Full contact information for three (3) professional references
- Completed Volunteer Application (found at Blandfordnaturecenter.org)

Interviews will begin as qualified application packages are received. This position is open until filled.

Blandford Nature Center's Mission:

To engage and empower our community through enriching experiences in nature.

Blandford Nature Center's Vision:

A thriving, diverse community that supports a healthy, natural world.

Blandford Nature Center's Values:

- Inclusion: Intentionally welcoming and embracing everyone.
- Stewardship: Responsibly using and caring for all our resources.
- Integrity: Demonstrating honesty, authenticity, and transparency within our organization and community.
- Experiential: Providing direct opportunities to enjoy, explore, and learn in nature.
- Partnership: Connecting and collaborating to effectively serve our community.
- Innovation: Using creativity and curiosity to continuously improve.

The policy of the Blandford Nature Center is to ensure that diversity, inclusiveness, and respect are integral parts of our day-to-day management and work. Blandford staff, board and volunteers commit to ensure equal access to Blandford and all its educational opportunities by all people.

Diversity includes all the characteristics, experiences, and cultural influences that make each of us unique individuals. All individuals are welcome at Blandford Nature Center, and all individuals, regardless of race, color, age, national origin, sex (including transgender status, gender identity, and pregnancy), religion, disability, genetic information, sexual orientation, marital status, political affiliation, status as a parent, will be treated with respect and dignity. By fostering an atmosphere of inclusion and respect, we can continue to value and appreciate the strengths afforded by differences in the styles, ideas, and organizational contributions of each person. We all share the responsibility to ensure diversity and inclusion throughout Blandford, and seek to recruit, engage, and retain a leadership composed of volunteers and staff that equitably and fairly represent our constituency.