

## **ENVIRONMENTAL LEARNING FOR KIDS**

### **SUMMARY DESCRIPTION**

This internship will expose the intern to the inner-workings of a non-profit organization while providing the opportunity to engage in, and document, hands-on, outdoor environmental education activities with our youth. The majority of the intern's time will be spent providing significant assistance to resource development, marketing activities, and social media. They will help steward the creation of a Marketing Plan, create social media content, and at times, take photo and video footage of our youth and programs. This is an excellent opportunity for students considering a career in the nonprofit sector where diverse skill sets are often highly desired.

### **RESPONSIBILITIES**

#### ***Resource Development and Marketing Activities:***

Assist in: the creation of a formal Marketing Plan for the organization to use as guidance; the creation of a Social Media Plan to be utilized and updated on an annual basis

Develop and write a number of marketing pieces for ELK, including e-newsletter, blogs, social networking sites, and brochures and newsletters

Assist in: grant writing and prospecting; locating and eventual cultivation of, new ELK donors through strategic events; individual donor development, including letter-writing, donor strategy, and database

#### ***Educational Activities:***

Assist crew leaders/supervisors in outreach and other events as needed

Assist in the delivery and of tracking of youth, parent, volunteer, and community surveys

Capture program footage through way of photos, videos, blurbs, etc. for social media usage

Other duties as assigned

### **QUALIFICATIONS**

Must be comfortable in the outdoors

- Must be comfortable speaking to youth and adults from diverse backgrounds
- Team player who is open minded and respectful of diversity and inclusiveness efforts
- Advanced research and writing skills, and working knowledge of Microsoft Word and Excel (In Design and experience desired, but not mandatory)
- Experience with social media and website maintenance
- Respect for confidentiality of youth participants and donor information
- Professional but fun

### **INTERN TIME (IN CATEGORIES)**

Resource Development and Marketing Activities: 50% of intern's time would be spent on these duties through way of assisting with the creation of a Marketing Plan, Social media plan, and developing a variety of content.

Educational Activities: 40% of intern's time would be spent on assisting our Program's Team with outreach, survey collection, and capturing program footage

Other duties: 10% of intern's time in which they will learn about the various roles within a nonprofit and our Board of Directors

#### **TYPICAL WORK SCHEDULE**

Intern will have flexible work hours during the typical work week with selected evening hours. Position will require intern to work some evenings and weekends, including an overnight camping trip.