



Marketing & Community Outreach Intern Position Description

Organization:

Blandford Nature Center is a community-based 501(c)(3) nonprofit organization working to invigorate relationships with nature that lead individuals to transform their community and create a healthy, sustainable world. Our mission is to engage and empower our community through enriching experiences in nature.

Position Title: Marketing & Community Outreach Intern

Reports to: Marketing & Communications Manager, Volunteer & Outreach Manager

Position Summary: The Marketing & Community Outreach Intern will assist in the development and execution of tasks relating to internal/external communications, digital/print marketing, social media, community outreach, and DEI efforts.

Responsibilities:

Social Media:

- Create and schedule social media posts through an online scheduler
- Update social media profiles as needed
- Assist Marketing & Communications Manager with managing accounts including posts, stories, messages, comments, etc.
- Research, follow, and interact with mission-aligned organizations on social media

Communications:

- Update and maintain list of media outlet contacts
- Develop and maintain community outreach contact list that will include mission-aligned organizations
- Add community programs/events to online community calendars (Experience GR, WMTA, etc.)
- Update partner profiles as needed
- Change content on outside marquee as needed, assist with updating kiosks
- Assist in drafting and editing the organization's monthly e-newsletters

Website:

- Update content on company's website (WordPress)
- Add community programs/events to website calendar
- Meet with necessary staff from all departments to determine website updates and needs

Print Materials:

- Assist in the design and written content of the organization's print materials (flyers, brochures, signs, letterhead, etc.)
- Assist in developing print materials specific to DEI efforts

Photography/Videography:

- Take photos and videos during school programs, community programs/events, etc. or during work day for social media content/fundraising appeals
- Edit organizational photos and videos as necessary
- Organize content in central library to be located and used when needed

Outreach:

- Visit local partner organizations to drop off flyers, brochures, and other marketing materials as well as pick up materials provided by other organizations
- Attend tabling events in the community to promote Blandford and show community support

Preferred Qualifications:

Candidate should be a student at an accredited community college or university. Primary study areas could include marketing, communications, Advertising/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, etc.)
- Experience in Adobe programs (PhotoShop, Premiere Pro, etc.) and/or other design programs
- Experience with camera operation, editing, and photo/video production
- Experience working with management systems (Constant Contact, Donorsnap, YAMM, etc.)

Time Commitment:

- Average 15-20 hours per week
- Candidate has ability to create own schedule within normal business hours (Monday-Saturday, 9am-5pm)
- Some evenings and weekends may be required for special events and programs
- Seasonal position starting early-June and ending late-August, with the possibility of extending the internship.

Compensation:

- Complimentary Family Membership
- Total Stipend of \$2,500

To Apply:

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

- Cover letter
- Resume
- Full contact information for three (3) professional references

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.