



# 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 & Community Outreach Manager

**Position Summary & Responsibilities:** 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.

### **Social Media:**

- Edit and schedule social media posts using Creator Studio
- Assist Marketing & Communications Manager with managing accounts including posting stories, responding to messages and comments, etc.
- Research, follow, and interact with mission-aligned organizations

### **Communications:**

- Update and maintain list of media outlet contacts
- Add community programs/events on media partner calendars (Experience GR, WMTA, etc.)
- Change content on outside marquee as needed and assist with updating kiosks
- Assist in drafting and editing the organization's monthly e-newsletters
- Assist writing content for digital, radio, and print ads

### **Website:**

- Creating new pages and/or updating various pages' content (WordPress)
- Add community programs/events to Blandford's website Community Calendar

### **Design:**

- Assist in the design of the Blandford's print materials (flyers, brochures, signs, letterhead, etc.)
- Assist in creating digital ad & social media graphics

### **Photography/Videography:**

- Take photos and videos during camps, school programs, and community programs/events for social media content, website, and other marketing materials
- 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 or Willingness to Learn:**

- Excellent written/verbal communication skills
- 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.)
- Some experience with graphic design (Adobe Creative suite programs, Canva, or others)
- Photography experience is a plus

**Time Commitment:**

- Average 15-20 hours per week
- Candidate has the ability to create their own schedule within normal business hours (Monday-Saturday, 9am-5pm)
- Evenings and weekends will be required for certain special events and programs
- Seasonal position starting late-May and ending early-September, 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](mailto:internships@blandfordnaturecenter.org):

- Resume
- Letter of interest (optional)
- 1-2 professional references
- Portfolio strongly encouraged, but not required (2 writing samples, 2-4 graphic design/photography samples recommended)

**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.*