

**Internship Title:**

Marketing Internship

**Job Description:**

Marketing Intern

Marketing Intern will work hands-on experience in all aspects of running a successful non-profit; from marketing, social media and programming, to accounting, database management and working with volunteers. Working with a small, dedicated staff, you'll gain knowledge and training in the various components that make our community based non-profit work. Helping to achieve our mission of inspiring the love of nature, cultivating environmental awareness, education and serve to the community at large.

**Objectives:**

Marketing Intern will:

- Work with the staff to plan, develop, implement and promote programming (camp, birthday parties, field trips, adult programs, events and scout programs etc...) at the New Britain Nature Center at Hungerford Park and the New Britain Youth Museum
- Document through photography and social media that supports our brand.
- Help increase public awareness of the New Britain Nature Center and its programs
- Develop an understanding of product placement, branding and audience/membership development.
- Cultivate community partnerships and networking opportunities.
- Writing, research, computer, and statistics skills
- Developing interpersonal skills and the ability to work independently and in a team setting
- Learn public relation skills and techniques.
- Develop leadership skills and confidence.

**Career Experience Gained:**

- Opportunity to investigate best practices in non-profit operations and programming
- Hands-on experience developing and implementing of marketing concepts
- Knowledge of realities in non-profit administration
- Experience working in a team environment
- Event promoting and networking
- Outcomes of marketing plan and reporting
- Reviews/Feedback

**Supervision and Evaluation:**

The Executive Director and Program Director will develop the intern's responsibilities and daily duties jointly. The Program Director will have direct supervision and will have weekly reviews with intern. The intern will also meet with the Executive Director at least three times during the internship. The intern will be working in a team environment and will participate in all aspects of the nature center, including staff meetings. A formal performance evaluation will be prepared by the Program Director and discussed with the intern at the end of the internship. The intern will also complete an evaluation form concerning the internship experience. The evaluation will also be a measurement of skills learned.

**Hours:** Start and end dates are flexible according to the needs of the student.

How to Apply: Submit a resume and cover letter via email to:

Thomas J Pascocello – Executive Director, [Directornbym@gmail.com](mailto:Directornbym@gmail.com)