



## Position Description

**Title:** Marketing & Communications Intern  
**Department:** Marketing & Communications  
**Reports to:** Marketing & Communications Coordinator  
**Status:** Non-Exempt/Seasonal  
**Hours:** February-May/September-December: 10-15 hours/week; May-August: 20-40 hours/week  
**Date:** July 2021

### Position Summary

We are looking for an enthusiastic, detail-oriented student who is pursuing a degree in communications, marketing and/or journalism/writing. Ideal candidates will be resourceful, innovative, and have a passion for their work and engaging with others. Primarily the intern will work with the Marketing & Communications Coordinator, assisting with activities designed to publicize and promote the Garden.

### Core Competencies & Essential Functions

1. Assist with all social media (gathering content, drafting, scheduling, coordinating, and filming Facebook Lives, etc.) including: Facebook, Instagram, and Twitter.
2. Assist with general communications projects, including: copywriting, editing, updating web pages, creating e-newsletter, and email content, helping coordinate weekly blog posts, writing articles and stories for quarterly newsletters, etc.
3. Assist with promoting programs and events, including: posting to community calendars, distributing promotional materials, writing press releases, etc.
4. Assist with photography and videography (taking and managing photos and videos).
5. Assist with marketing and communications related engagement activities at events.
6. Assist with market research projects and gathering information related to marketing campaigns as needed.
7. Other duties as requested.

### Qualifications, Skills & Physical Requirements

- Second year or higher student seeking degree in communications, marketing, english or journalism/writing field.
- Previous office experience preferred with basic computer skills, and working knowledge of Microsoft Office and/or other database programs.
- Excellent written, verbal, and interpersonal communications skills with sincere desire to serve our community.
- Ability to write in a voice different from your own, and proofread for self and others.
- Complete tasks demonstrating attention to detail, accuracy, and thoroughness.
- Dependable, reliable, and team player.

- Must be physically able to stand, kneel, or walk for extended periods of time, lift up to 20 lbs. and work outside in all types of weather conditions.
- Experience working within a nonprofit environment and/or using community resources is a plus.
- Photography, videography, and advanced writing skills are a plus.

### **Standard Work Perks**

Employees at Green Bay Botanical Garden can enjoy the following perks:

- Free daily admission to the Garden and for up to four guests per visit
- Free passes to ticketed events
- Discounts on ticketed events
- 15% discount at the WPS Trellis Gift Shop
- 50% off room rentals for a private event

### **Apply**

Email cover letter, resume and three writing samples (marketing or creative samples preferred) to the Marketing Team at [marketing@gbbg.org](mailto:marketing@gbbg.org) by: Spring – January 15; Summer – March 1; Fall – August 15.

### **Equal Opportunity Employer**

Green Bay Botanical Garden provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Our employees love to perform their work in a team environment that includes our volunteers. We value our connection to the greater northeast Wisconsin Community. We care about and value the diverse talents and ideas each employee brings to Green Bay Botanical Garden.

### **Our Mission**

Green Bay Botanical Garden connects people with plants by providing year-round educational and recreational experiences for everyone in an environment that engages, inspires and refreshes.