



Position Description

Title: Marketing & Communication Intern
Reports to: Director of Marketing & Communications
Status: Non-Exempt/Seasonal
Hours: Mid-May-August: 30-40 hours per week

Position Summary

Join a team that values the diverse talents and ideas of each team member at Green Bay Botanical Garden. The Marketing & Communications Intern will support the Garden's marketing, communications, and public relations efforts. This role is ideal for students looking to gain hands-on experience in nonprofit marketing, social media, content creation, and event promotion. Ideal candidates will be resourceful, innovative, and have a passion for their work and engaging the community.

Core Competencies & Essential Functions

1. Support the development of content for social media platforms including Facebook, Instagram, LinkedIn, and TikTok.
2. Assist with copywriting, editing, updating web pages, creating email content, coordinating blog posts, and writing articles for newsletters.
3. Help with public relations initiatives, including drafting press releases.
4. Assist in tracking and analyzing marketing data, including social media engagement and website performance.
5. Contribute to capturing photos and videos for marketing and promotional use.
6. Help facilitate and participate in marketing and communications engagement activities at Garden and community events.
7. Support research on marketing trends, audience engagement opportunities, and market data to inform campaigns.
8. Assist with creating promotional materials, including signage and digital graphics within the Garden's brand, if skills and experience align.
9. Assist in content research and development for the Garden's mobile app.
10. Provide support for administrative tasks related to marketing and communications.
11. Perform other duties as requested.

Qualifications, Skills, & Physical Requirements

- Currently pursuing a degree in Communications, Marketing, English, Journalism, Public Relations, Graphic Design, or a related field; preferably a second-year student.
- Strong writing, editing, and communication skills, including the ability to write in a voice different from your own, and proofread for both yourself and others.

- Ability to work independently and collaboratively in a fast-paced environment, demonstrating attention to detail, accuracy, and thoroughness.
- Familiarity with social media management and content creation.
- Experience capturing and editing photos and videos, along with strong writing skills, is a plus.
- Basic knowledge of the Microsoft Office Suite.
- Basic knowledge of the Adobe Creative Suite is a plus.
- Passion for nature, sustainability, or nonprofit work is a plus.
- While position is generally a desk job, there are occasions where walking extended distances in the Garden and/or standing for up to 4 hours is necessary, and some lifting and hauling of materials up to 25 pounds is required.

Standard Work Perks

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

- Free family-level membership.
- 15% discount at the WPS Trellis Gift Shop.
- 50% off room rentals for a private event, subject to availability.

Apply

[Complete the Employment Application](#) on our website and submit your cover letter and resume along with three writing samples by March 13, 2025.

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.