



## MARKETING AND COMMUNICATIONS INTERNSHIP

Starting Pay Rate: Unpaid internship (1 position available)

Schedule: Weekdays based on availability (15-20 hours per week), some evening and weekend work required. Start date and end dates are flexible.

### Education and Experience Requirements:

- High school diploma or GED.
- At least one (1) year of college-level course work with a 3.0 GPA. Primary study areas could include advertising, communications, fine art, media arts and technology, professional writing, or related fields.
- Required education, experience, or a combination of education and experience includes, but is not limited to: the use of a personal computer with word processing, spreadsheet and database software, creation of letters and marketing materials, documents and memorandum, and records management.
- Finally, the successful candidate will be able to demonstrate their experience and competence in oral and written communication.
- Kent County Parks Foundation reserves the right to utilize equivalencies where deemed appropriate with regard to education and experience requirements.

### Knowledge, Skills and Abilities Requirements:

- Skill in basic desktop publishing and website management.
- Knowledge in the use of computer programs such as InDesign, Illustrator, and Photoshop to develop marketing materials such as brochures, flyers, and signage.
- Ability to promote programs, events, and volunteer opportunities in accordance with Kent County Parks Foundation's brand,
- Ability to assist in scheduling and writing press releases and mass communications.
- Ability to adhere to Kent County Parks Foundation's short and long term marketing goals.
- Ability to write and compile material to be used in blog posts and print newsletters.
- Knowledge in the development and implementation of social media plans and utilize Facebook and Twitter to promote programs, events, and volunteer opportunities.
- Ability to proactively identify tasks that need to be accomplished and work independently to ensure their completion.

**Physical Capacity Requirements:**

This position requires the ability to walk, speak, hear, lift and carry, finger dexterity, and visual acuity. It also requires the ability to lift 10 pounds with occasional lifting of up to 40 pounds. Reasonable accommodations will be provided, if necessary, for individuals with disabilities who can perform the essential job functions of the assignment.

**Environmental Conditions of Position:**

The majority of the work associated with this position will occur in the office environment.

**Essential Position Functions:**

Under the direct supervision of the Executive Director, the Communications Intern will undertake the following responsibilities:

Administrative (95%):

- Design promotional materials such as fliers, brochures, and posters
- Create and implement communications campaign for programs and events
- Write Press Releases and Public Service Announcements
- Manage content on website and social media

Other Duties as Assigned (5%):

This Position Description does not include all tasks that may be completed in this position. Duties may be added, removed, or modified at any time.

*To apply, please submit cover letter that addresses your goals for an internship, along with your résumé and a list of three professional references and their contact information to:*

Kent County Parks Foundation  
Attn: Kate Meyer  
400 Ann St. NW Ste. 210  
Grand Rapids, MI 49504

Email: [kate.meyer@kentcountyparksfoundation.org](mailto:kate.meyer@kentcountyparksfoundation.org) (email submissions are preferred, but not required)

*It is the responsibility of the applicant to ensure that all paperwork required for the internship is presented and approved by all required parties prior to starting.*