



Volunteer Internship Position:

The Water Conservation Garden **Marketing Communications Intern**

Description:

The Water Conservation Garden is a nonprofit organization with the mission to educate and inspire through excellent exhibits and programs that promote water conservation and the sustainable use of related natural resources. The Water Conservation Garden has nearly six acres of displays that showcase water conservation through a series of beautiful, themed gardens, such as a native plant garden and a vegetable garden, as well as how-to displays such as mulch and irrigation exhibits. The Garden also features a native butterfly pavilion that is open spring and summer each year.

We are seeking a Marketing Intern who can work closely with our communications specialist. We are a small nonprofit looking for an enthusiastic and motivated individual to assist with marketing and communications through onsite photography/videography, web content management, online promotions, calendaring. This internship is an excellent opportunity for students or recent graduates who are interested in nonprofits and marketing communications.

Duties and Responsibilities:

- Coordinate onsite photography/videography, which may include taking photos during events/workshops
- Social media engagement with reels and stories.
- Draft and schedule content to be broadcasted through the organization's social media platforms, print and digital newsletter, website
- Assist with the creation of marketing materials in collaboration with The Garden's communications specialist (e.g. flyers, reports, email templates, e-blasts)
- Market the organization's programs through online calendar listing websites
- Print or pick-up flyers/banners/A-frames and post them around The Garden
- Assist with collecting, writing and editing testimonials
- Drafting media releases and general talking points for senior staff
- Collect marketing resources, including photos, statistics and video clips
- Organize photo database on Flickr
- Attend events to promote The Garden and its membership program
- Provide general office support, as needed.

Qualifications:

- Knowledge of editorial photography / videography
- Ability to visit The Garden to take photos and videos
- Strong and clear writing and oral communication skills.
- Ability to follow directions and positively respond to feedback
- Strong attention to detail.
- Results-oriented, conversation approach.

- Proficiency in Adobe Creative Suites, MS Office Suites.
- Ability to prioritize and manage simultaneous tasks.
- Experience with content management, social media and/or web content management a plus.
- Reliable transportation

Important Personal Traits:

- Professional manner, attitude, and appearance at programs and events
- Friendly and approachable with positive attitude.
- Respect for diversity.
- Interest in the nonprofits, marketing, photography/videography and environmental work.
- Ability to work independently and as part of a team.

Details:

- This internship provides training and career development in a professional environment with the Development Department.
- 10-20 hours per week 9:00am-4:00pm, Monday – Friday (flex-time available).
- 3-12 month commitment dependent on review.
- The schedule is flexible with occasional weekend activities.
- Tasks can be performed virtually, but onsite visits to The Garden are a priority.
- This internship will have an opportunity for extension after review.

Compensation

- This is an unpaid volunteer internship.

Perks

- Family Membership to The Water Conservation Garden
- Two free guest passes for friends or family
- Reciprocal entry to 300+ botanic gardens worldwide
- 10-15% discounts at select nurseries
- Free coffee or tea when onsite
- Free yoga classes
- Access to educational workshops
- A beautiful work environment in a nearly 6-acre garden

How to Apply

Please fill out the general internship application and include your resume and cover letter. The application will forward communications@thegarden.org. Applications will be reviewed on a rolling basis.