

Marketing Internship: Steep Rock Association

Reports to: Monica Roberto, Development Specialist

About Steep Rock Association:

Steep Rock Association is a nationally accredited land trust whose mission is to conserve ecologically and historically significant landscapes and riparian corridors in and around Washington CT and to enhance the community's connection to nature through outreach, education, and passive recreation.

Overview: The Marketing Intern gains hands-on, real world experiences through office, field work, and nonprofit development and outreach activities.

Expectations:

- Keep a positive attitude, have an eagerness to learn and a willingness to do one's best
- Demonstrate professionalism at all times: dress, communication and behavior
- Maintain accountability, responsibility, and respectfulness in one's work, including daily logistics and tasks

Specific tasks:

- Research and document (written, video, and/or image content) for multiple distribution channels:
 - Biological and ecological diversity of our preserves, including SRA's conservation efforts
 - History and facts about SRA's four preserves open to the public
 - The Shepaug River, Meeker Swamp, and riparian corridors that flow through/exist on Steep Rock properties
 - Judea Garden (what we grow, how it works, who benefits, program needs)
 - Benefits of preserving land, with a target audience of new landowners
 - Volunteer opportunities
 - Upcoming Events (program, fundraising, volunteer, special)
- Visit four preserves regularly to capture seasonal landscapes, photograph visitor activities, and document stewardship projects
- Assist in the creation of online satisfaction surveys for donors, program and event attendees, visitors, and volunteers [using Typeform, Zapier or equivalent]
- Assist in the creation of online quizzes for educational purposes and to increase community engagement [using Typeform, Zapier or equivalent]
- Measure, track, and analyze surveys and quiz results for staff reports
- Catalog photos according to SRA procedures

Qualifications:

- Familiarity with major social media platforms
- Tech savvy, self-starter
- Excellent written and verbal communication skills
- Proficient copy editor (a plus)
- Intermediate photography, image and video editing, and graphic design skills
- Ability to balance your creativity with effective project management.
- Use of personal vehicle for transportation amongst preserves and a valid Driver's License. Mileage is reimbursed at the federal rate (\$0.56/mile).
- Ability to be proactive, work independently, and work occasional weekends

Hours/Compensation: Compensation at minimum hourly wage (\$12/hr), up to 160 hours for the summer (average of 20/hrs week). Start and end times are flexible to accommodate college dates.

To Apply: Submit cover letter expressing interest in position and resume/cv to info@steeprocksassoc.org.

Working with Steep Rock Association:

Steep Rock Association (SRA) has a collegial and team-oriented work environment. We are an Equal Opportunity Employer and act in accordance with laws applicable to employment practices. For more information on Steep Rock Association, please visit www.steeprocksassoc.org.