



Marketing and Communications Intern

Reports To: Marketing and Communications Director

Status: Part Time - Intern

Classification: Exempt

Approved/Revised Date: April 4, 2024

The Parks Alliance of Louisville is a nonprofit supporting more than 100 of our Louisville Metro public parks. Our mission is to drive equitable investment in our public parks to improve the health and wellbeing of our entire community. We advocate for equitable investment in our park system, educate community leaders on the proven social, economic, health, and environmental benefits of parks, and raise capital to invest in neglected parks in under-resourced communities.

Summary:

The Marketing and Communications Intern will play a key role in visually illustrating and communicating the Parks Alliance of Louisville and its mission to drive equitable investment in our public parks to elevate the well-being of our entire community.

Working closely with the Director of Marketing + Communications, the intern will be responsible for creating compelling social content, print material, and website updates.

Organizational Duties and Responsibilities: (include, but are not limited to):

1. Attend weekly team meetings.
2. Collaborate with staff on new ideas, directions, and venues for marketing and communications.
3. Assist with designing flyers, graphics, e-vites, and other marketing material for major events hosted by Parks Alliance of Louisville, including the Jack O'Lantern Spectacular.
4. Create and manage weekly communications schedules in HubSpot and related applications.
5. Update and maintain Park Alliance's social media presence on Facebook, Twitter, LinkedIn and Instagram; responding to inquiries as needed.
6. Assist in planning, writing, and managing newsletters, press releases, media advisories, and website copy.
7. Monitor and report on digital analytics.
8. Visit public parks and attend events to capture picture, video, and audio recordings for social content.

Qualifications:

- Must be able to work a flexible schedule, which may include working days, evenings, weekends, and holidays. Have the ability to work 10-15 hours per week (depending on schedule).
- Strong organizational skills, ability to multitask, and time management skills: Meetings may change depending on deadlines in a fast-paced environment.
- Graphic Design experience (preferred)
 - Familiar with website software including Hubspot, Meta Business Suite, Wix, Canva, Adobe Creative Suite.
- Self-starter, possesses the ability to act and operate efficiently and independently to accomplish objectives.

This internship will run from the end of August - early December. Exact dates to be determined during interviews.

As a Fall intern with the Parks Alliance of Louisville, your responsibilities will largely be devoted to marketing efforts for the Jack O'Lantern Spectacular during the month of October.

Supervisory Responsibilities:

None

Education and/or Experience:

- Currently pursuing a bachelor's degree in communications, marketing, public relations, or closely related fields

Language Skills:

Ability to read, write, and converse in English. Ability to read and comprehend simple instructions, short correspondence, and memos.

Certificates, Licenses, Registrations:

Must have current driver's license and insurable driving record.

Physical Demands:

The physical demands described here are representative of those that must be met by any team member to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the team member is frequently required to stand, walk, sit, use hands to finger, handle, or feel, and reach with hands and arms, climb, or balance, and talk or hear. The team member is occasionally required to stoop, kneel, crouch, or crawl. The team member must occasionally lift and/or move up to 25 pounds.

Work Environment:

Must be willing to work evenings, holidays, or on weekends as requested for special events. Must be able to work the required hours to accomplish tasks and meet deadlines. The work environment characteristics described here are representative of those any team member encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Behavioral Expectations:

1. Embraces the Parks Alliance of Louisville Values:
 - Have Integrity- demonstrates sound moral and ethical principles at work.
 - Be accountable- Takes personal responsibility and accountability for one’s role and actions.
 - Be accessible- being able to be reached and/or available to assist others.
 - Be collaborative- Prioritizes team over self; is a consistent ambassador of The Parks Alliance of Louisville both inside and out of the office.
 - Deliver quality & excellence- Demonstrates courage, innovation, and resiliency by embracing change and encouraging and acting on new ideas.
2. Assists or takes on new tasks to help Parks Alliance of Louisville achieve its mission.
3. Maintains confidentiality regarding personnel and organizational information.
4. Adheres to and always models the Parks Alliance of Louisville Code of Ethics.

Team member Signature & Date

Supervisor Signature & Date

The Parks Alliance of Louisville is proud to be an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We recruit, employ, train, compensate, and promote without regard to race, color, national origin, creed, religion, sex, gender identity, sexual orientation, marital status, parental status, disability, age, veteran status, or any other status protected by law.