



Friends of Grand Rapids Parks

Marketing Internship

Summer 2021

The Marketing Intern will report to the Marketing Manager and provide essential support for Friends' growing communications and merchandise efforts. The student in this position will build a strong portfolio of work in email marketing, social media, merchandising, graphic design and public relations.

Do you love all things communications? Find yourself saving cool swag and design ideas for future reference? Are you the go-to leader for group projects because you keep all the details organized? If so, you might be a great fit for this position!

Responsibilities:

- Email marketing: Organize the backend of Friends' email marketing system, draft marketing emails, and maintain clean integration with database
- Public Relations: Draft press releases for upcoming events
- Merchandise: Fulfill orders, explore merchandising opportunities, communicate with vendors, maintain organized merchandise area, and maintain sales records
- Graphic design: update graphics for departmental programs and upcoming events
- Storytelling: Interview key constituents, draft clear and compelling stories, and build a story bank
- Content Creation: Photograph events, draft social media posts, and write blog posts

Preferred Qualifications:

- Strong writing and communication skills - you have to be okay with the red pen!
- Time management - we turn around projects quickly and are always looking to be even more efficient
- Creativity - thinking outside the box and dreaming up new ways to solve problems
- Organization - keeping details and deadlines clear
- Graphic Design - no formal training is required, but an eye for and interest in good design is key!
- Experience with the following programs is great (but if you're willing and eager to learn, we will teach you!):
 - A design program (Canva, Adobe Suite, Lucidpress, etc.)
 - Google or Microsoft versions of Word, Excel and Powerpoint
 - Wordpress
- Ability to complete assignments independently
- Ability to work well in a team environment
- Ability to lift up 25 lbs

The Benefits and Fun of Working at Friends:

- Learn and grow in a diverse environment
- Make a positive impact in various areas of the community
- Learn standard non-profit operating procedures
- Network with and learn from partners in the environmental and non-profit fields
- Opportunity to become a certified Neighborhood Forester
- Meetings that are a walk in the park - literally!
- Coffee shop just down the hall
- Super fun place to work and a stocked snack stash

Schedule and Compensation:

- 10-15 hours/week, flexible weekday schedule
- Some weekends and evenings may be required
- \$500 stipend is available for internship

To apply, please email your resume and a thoughtful cover letter outlining your skills, experience, and interest in the position to claire@friendsofgrparks.org.

Friends of Grand Rapids Parks is an independent, nonprofit enterprise that works closely alongside the City of Grand Rapids to empower people to cultivate vibrant parks, green spaces and trees in our community. It is our vision to support thriving parks and sustainable urban forest that actively support our community's economic, environmental, and cultural health.