



Bayou Land Conservancy 2020 Summer Internship Opportunity

As the Bayou Land Conservancy (BLC) Marketing Intern, the selected candidate will assist the Community Relations Manager (CRM) in multiple community outreach initiatives, including: events planning, fundraising, marketing, and social media. The selected intern will gain real world events management and marketing experience with our Community Relations Department.

DUTIES

Assist with the events planning of 2 major fundraisers for Bayou Land Conservancy:

Wild & Scenic Film Festival (WSFF)

- Assist with creation of marketing materials and update as necessary
- Attend planning meetings with CRM
- Solicit for raffle donations from community partners and track donations as received
- Package raffle donations and create promo sheets to be displayed at the event
- Create and distribute event flyers to local business in Springwoods Village and The Woodlands

Land Lover Gala

- Assist with creation of marketing materials and update as necessary
- Attend Annual Gala planning meetings with the CRM
- Follow up with Silent Auction sponsors via email or phone call

Assist with other community outreach initiatives and programs:

Community Conservation Committee

- Attend monthly committee meetings with the CRM
- Assist with the TravelStories (mobile Eco-tour) marketing needs for the Spring Creek Nature Trail

Social Media

- Contribute to BLC's social media accounts and promote BLC's two major fundraisers

Other projects

- Responsible for updating contact information in Salesforce (our donor database program)
- Media Relations: update list of media contacts for press releases and send media alerts
- Assist with updating marketing materials using Canva and InDesign, or other similar software
- BLC Website: update events page and calendar as needed
- Other items and projects as assigned by the CRM

QUALIFICATIONS & SKILLS

- Intern must be a returning college sophomore, junior, or senior enrolled full-time (at least 12 credit hours) in Fall 2020
- Intern will attend all events required by the ExxonMobil Community Summer Jobs Program (CSJP)
- Ability to multi-task/work on several projects simultaneously
- Must have access to your own laptop
- Experience using Adobe Creative Suite and other design software a plus

LEARNING OBJECTIVES

- Learn skills necessary to work as a marketing professional specializing in non-profit management
- Gain knowledge of our local ecosystem
- Gain valuable experience: events planning, marketing, social media, and community relations

GENERAL INFORMATION

- Stipend: \$2,750
- Internship length: 8 consecutive weeks starting no earlier than May 11 and ending no later than August 21, 2020
- 35 hours/week (some nights and weekends as needed)
- The Intern will primarily office out of the BLC office
- Mileage reimbursed for limited travel requirements in greater Houston area

TO APPLY

- Please provide a resume, two references, and a cover letter explaining your interest in the position
- Contact: Melissa Carter to apply: P: 281-576-1634 | E: mcarter@bayouland.org
- Application deadline: April 15, 2020