

## Marketing Internship

**Reports to:** Digital Marketing & Content Program Manager

**FLSA:** Hourly, non-exempt

**Pay Rate:** \$15.75/Hour

**Summary:** This internship prepares college students to enter the field of marketing and communications by providing hands-on experience in a nonprofit, nature-based setting. The Marketing Intern provides essential support for Coastal Maine Botanical Gardens' marketing communications initiatives. Working with the Marketing team under the supervision of the Digital Marketing & Content Program Manager, the intern will experience a wide range of marketing and communication activities in one of the most beautiful settings in the state of Maine. The internship provides an opportunity to learn about maintaining and enhancing a brand, content creation to engage audiences and meet goals, and maintaining creative assets, all while growing fundamental strategic and creative communications skills, working with internal and external stakeholders across all channels, and providing support for a variety of projects in the department and organization wide.

**Essential Functions:** *(This job requires the performance of the following tasks, with or without accommodation. Incumbents may be regularly or occasionally required to assume additional responsibilities or perform additional tasks.)*

The Marketing Internship offers hands-on experience in all facets of a marketing/audience engagement office including:

- Assist in daily administrative tasks for the Marketing team to increase office efficiency, including digital publishing, research for blog content and special communication projects, maintaining marketing assets, and monitoring and collecting Gardens-related media coverage.
- Under the supervision of the Digital Marketing & Content Program Manager, assist in content creation for social media, update social media content calendar, and assist in publishing content, including customer service responses.
- Under the supervision of the Marketing team, assist in content brainstorming, researching, interviewing, and writing for publication on the Gardens' blog
- Capture and share Garden's experiences through photography and videography, especially in relation to content calendar.
- Assist in publishing approved content to website and other online event distribution channels.
- Learn about market research and identifying new opportunities.

- Work with Marketing team to ensure projects maintain and share the Coastal Maine Botanical Gardens brand.

**Qualifications:**

- Actively working toward a higher degree in communications or related field.
- Possess interest/experience in marketing, brand storytelling, social media coordination.
- Strong verbal and written communication skills.
- Interest in plants, gardens, and the natural world a plus.
- Strong photography skills. Videography and video editing skills a plus. Experience with Adobe-based editing programs, including Lightroom, Photoshop, and Premiere a plus.
- Social publishing, computer, and Microsoft Office skills.
- Commitment to working across the organization to support the integration of IDEA (Inclusion, Diversity, Equity, and Access) principles into CMBG's internal operations and its relationships with visitors and guests.

**Work schedule:**

32-40 hours per week are negotiable, though we prefer interns who can be available three-five business days.

**Physical and environmental factors:**

Much of the work is performed indoors, with many opportunities to be out of the office on campus. Must have the manual and visual ability to use a computer, and the ability to communicate orally.

**Additional information:**

The hourly wage for this position is \$15.75/hr. Assistance finding housing is available. The successful candidate must provide his/her own transportation to/from the workplace.

Email cover letter, resume, and references to [tpaxson@mainegardens.org](mailto:tpaxson@mainegardens.org). Applications will be reviewed as received.

*This is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts, or working conditions associated with the job. While this job description is intended to be an accurate reflection of the current job, the company reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed when circumstances dictate (such as emergencies, changes in personnel, workload, rush jobs, or technological developments).*