

Marketing and Communications Intern



This individual works under the leadership of the Marketing/Fund Development Coordinator. The goal of this position is to offer a learning experience for a college student enrolled in a degree program that will involve them in a wide range of activities involved with marketing a small nonprofit organization.

Primary Activities:

Marketing and Communications 85%

- Assist with marketing efforts; long- and short-term
- Develop/revise and implement off-site port marketing including press releases (multi-day travel required)
- Assist with planning and implementing public sail promotion
- Update community calendars with program information
- Develop various posters/flyers and other print material
- Collect pictures, videos, comments, and stories of program participants while under sail
- Post on ISEA social media accounts
- Distribute rack cards
- Additional marketing related activities as needed

Nonprofit Administration 10%

- Answer phones
- Assist with record-keeping systems
- Work with the public in the Education Center as needed
- Meet weekly with supervisor and communicate regularly throughout week

Fund Development 5%

- Assist development department with mailings
- Assist at donor, membership, and public events
- Plan and implement membership sails/events
- Develop and distribute marketing materials for fund development

Skills/Prerequisites:

- Excellent communication skills—written and verbal
- Strong organizational skills
- Experience working with computers and software
- Willingness to learn new software and programs as needed
- Ability to work well with youth and adults
- Strong team player
- Knowledge of Great Lakes-related science and environmental issues, preferred
- Ability to work occasional weekends and evenings

Term:

May - August, flexible start and end dates. The ideal candidate would begin early May and continue through the summer season.

Compensation:

A stipend is available. ISEA can also support students with earning internship college credit through their university.

Housing:

On-site, shared housing can be arranged for non-local candidates and include dormitory-style and/or ship-based lodging.

For full consideration please send a cover letter and resume to Lisa Sitkins at lisa@schoolship.org by February 15, 2019.