



Communications and Marketing Intern

Olivewood Gardens & Learning Center, a garden and nutrition education center, is seeking an energetic, well-organized and self-motivated individual as a communications and marketing intern. This position assists Olivewood staff with media and public relations, and supports the marketing of Olivewood Gardens & Learning Center programs and events and is an essential part of the research of and outreach to key audiences. Candidates should have taken related coursework in public relations or communications.

Qualifications:

Applicants should have some experience with creating marketing and communications projects, and have an interest in nonprofit operations. Candidates must have excellent oral and written communication skills, highly developed organizational skills, a demonstrated ability to manage projects and be an innovative problem-solver. The candidate must be hard working, self-motivated, and must demonstrate a deep commitment and vibrant appreciation for the life lessons learned around the table and in the garden. The ideal candidate is eager to learn and have fun!

Responsibilities include:

- Creating marketing materials for prospective guests and stakeholders
- Drafting social media content and managing online communities
- Researching potential donor and strategic partners
- Tracking monthly activities and metrics, including social media and email marketing analytics on a regular basis
- Assisting in the implementation of creative communications campaigns
- Gathering information for media opportunities
- Compiling information and editing content for monthly e-newsletter
- Supporting event planning for Seedling Soirée and Garden Dinner at Dusk
- Preparing reports and presentations for internal and external use

Helpful skills and knowledge:

- Basic knowledge of public relations and online communications
- Capable of managing deadlines and fluctuating workloads
- Familiarity with social media platforms (Facebook, Twitter and Instagram)
- Familiarity with graphic design software like Canva and Piktochart
- Basic understanding of WordPress and website management tools
- Basic knowledge of SEO
- Ability to multitask and collaborate with teams

Commitment and compensation:

- For college credit only, 10 – 12 hours per week
- Opportunity to extend internship based on performance

Outcomes:

The intern will gain firsthand experience in media and public relations, communications and marketing. The intern will split his or her time working at Olivewood Gardens & Learning Center in National City and at Tracks Public Relations in Golden Hill.



To apply:

We are considering candidates on a rolling basis until we find the right candidate. Tell me why you're different, why you believe you're the one. Be creative. Send cover letter, resume and references to Claire@olivewoodgardens.org. Olivewood Gardens & Learning Center is an Equal Employment Opportunity employer and welcomes diversity.