



Olivewood™

Gardens & Learning Center

## Communications and Marketing Internship

### Internship Description

Olivewood's Communication and Marketing Internship provides the chance to gain experience in media, public relations, communication, and marketing. This intern will assist Olivewood staff with social media, public relations and marketing, supports the marketing of Olivewood programs and events, and is an essential part of the outreach to key audiences. As an organization rooted in community, this role requires active participation in anti-racist work and a commitment to diversity and inclusion. Internships are unpaid, however class credit is available.

### Commitment

The Communications and Marketing Intern will commit to approximately 10-12 hours per week for a total of 120 hours with the flexibility to intern in-person or remote.

### Internship Goals

- Gain firsthand experience in media and public relations, communications, and marketing as it relates to a community centric organization
- Gain an understanding of the goals, missions, and values of Olivewood and its programs
- Develop relationships with media and/or communication outlets

### Duties

- Creating marketing collateral materials for prospective guests and stakeholders
- Drafting social media content and managing online communities
- Tracking monthly activities and metrics, including social media and email marketing analytics
- Assisting in the implementation of creative communications campaigns
- Gathering information for media opportunities
- Compiling and editing content for our monthly e-newsletter

### Qualifications

We are seeking energetic, well-organized, hard-working, and self-motivated individuals. The ideal candidate...

- Experience with graphic design software such as Canva
- Basic knowledge of SEO
- Has experience with creating marketing and communications projects
- Has strong oral and written communications skills
- Has an interest in nonprofit operations
- Is eager to learn and have fun!

Applicants studying public relations, marketing, or communications are preferred but not required. Spanish language proficiency is ideal, but not required.



### Organization Description

Olivewood Gardens and Learning Center's historic 7.85-acre property in National City, California serves as an interactive, indoor-outdoor classroom for children and adults from around San Diego County. Our mission is to inspire youth and adults to be healthy and active citizens through organic gardening, environmental stewardship, and nutrition education. We do this through science-based environmental education and nutrition lessons, hands-on gardening and cooking classes, and job skills and leadership development programs for youth, adults, and families.

### To Apply

Email your resume and cover letter to Sarah Suarez, Volunteer Coordinator at [sarah@olivewoodgardens.org](mailto:sarah@olivewoodgardens.org)

