

Non-Profit Communications Internship

The Aldo Leopold Nature Center (ALNC), a non-profit organization established in 1994, provides environmental education programs to engage and educate current and future generations, empowering them to respect, protect and enjoy the natural world. Guided by Aldo Leopold's land ethic, our vision is that: Engaged, educated and empowered people take action to protect the natural world and create healthy & sustainable communities.

Help ALNC promote the importance and benefits of environmental education by joining our team as a Communications Intern! Located in Monona, ALNC has an outdoor teaching campus of more than 100 acres including prairie, woodland and wetland trails—providing tens of thousands of children, their parents and teachers, and walk-in visitors each year with hands-on interactive environmental exhibits, outdoor environmental education, climate science programs, team building exercises and more. Primary programs include hosting school field trips; summer camp programs; family, homeschool and scout programs; special events; general public visits; after-school programs for economically disadvantaged youth and high-tech educational exhibits.

A Non-Profit Communications Internship is available at ALNC for the fall of 2017 and spring 2018, reporting to the Marketing & Communications Manager and assisting the Development Team. The Communications Intern will be responsible for promoting Aldo Leopold Nature Center programs and events, curating content on ALNC's social media platforms, maintaining website content, producing marketing material, maintaining community relationships through promotional partnerships and other projects as Intern's interests and ALNC's needs align.

The internship will require approximately 10 hours a week from fall 2017 through spring of 2018. Hours, start and end dates are negotiable. Some night and weekend outreach flexibility is required.

Opportunities & Responsibilities Include:

- Social Media & Newsletter Communications – assist with writing and posting content, updating and maintaining ALNC web presence and promotions, building online visibility
- Fall/Spring Event Coordination – serve as onsite liaison to assist with volunteer and event coordination before, during and after events as needed, assist with event promotion & follow-up
- Community Outreach – promote ALNC and our mission by tabling at expos, conferences, family events, and community festivals
- Public Relations & Promotional Material Development – draft press releases, article pitches and PSAs, assist with creating and distributing program flyers, on-site event signage, displays and hand-outs

Skills & Characteristics of a Qualified Candidate:

- Excellent oral and written communications skills with the ability to write in friendly, approachable styles
- Interest in non-profit development, sustainability and environmental education
- Basic to intermediate understanding of social media best practices
- Basic understanding of various computer and web platforms and a willingness to learn new ones
- A positive attitude and strong organizational skills
- Commitment, flexibility, and reliability with a strong attention to detail

Bonus Skills, but not Required:

- Experience working with the Adobe Suite (Illustrator, Photoshop, InDesign, Publisher)
- Event experience and knowledge of best practices in event production
- Experience writing for publications

Supervisor: Cara Erickson, Marketing & Communications Manager

Compensation: Play an important role in a nationally recognized, innovative organization; gain valuable professional experience working with a non-profit; gain knowledge and increase development skills; and earn a great reference. College credit if possible.

Transportation: Vehicle needed; the nearest bus stop is about 3/4 mile from ALNC. ALNC is accessible by bike.

To apply, please email your resume, cover letter and a sample of your previous communications work (blog post, graphic design, news article, flyer, email blast, video, etc.) to cara@naturenet.com.

Please feel free to call or email if you have questions or would like further information (608) 216-9384.

Applications due by Friday, August 11th.