

## Non-Profit Communications & Marketing Internship

The Aldo Leopold Nature Center (ALNC) is a non-profit organization established in 1994 to provide environmental, outdoor and climate science education programs which, "...teach the student to see the land, to understand what he sees, and enjoy what he understands," in the spirit of Aldo Leopold. Located in the Madison, Wisconsin area, ALNC has a new, 11,000 square foot state-of-the-art interactive teaching and learning "green facility" including three "theaters in the round," as well as an outdoor teaching campus of more than 100 acres including prairie and wetlands. Our focus is on environmental education, including climate change, renewable energy, and sustainable building.

ALNC operates two campuses in Dane County, Wisconsin—in Monona and Black Earth—and hosts the region's largest Environmental Sciences Education Center, providing nearly 50,000 children, teachers, and visitors each year with hands-on interactive environmental exhibits, outdoor, and climate science programs, and more. Primary programs include hosting school field trips, summer camps, family, homeschool and scout programs, adult workshops, special events, general public visitation, after-school programs for economically disadvantaged youth, and high-tech educational exhibits. Additionally, ALNC facilitates and acts as the catalyst for "Nature Net", a regional educational network with state-wide reach, comprised of nearly 20 other environmental learning centers.



**Non-Profit Communications & Marketing Internships are available for Winter, Spring, and Summer 2015 at ALNC, reporting to the Communications Director. The internships will run 10 hours a week, with negotiable hours, dates, and possibility of extension 2015.**

### Opportunities & Responsibilities Include:

- **Social Media & Newsletter Communications** – assist with writing and posting content, updating and maintaining ALNC web presence and promotions, and increasing online visibility
- **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** – assist at promotional tables at expos, conferences 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

### Requirements:

- Excellent oral and written communications skills
- Interest in non-profit development, sustainability and environmental education
- Computer skills – Microsoft Office (Word, Excel & Powerpoint)
- A positive attitude and strong organizational skills
- Commitment, flexibility, and reliability

Preferred but not required:

- Graphic Design experience (Illustrator, Photoshop, InDesign, Publisher)
- Event experience and knowledge of best practices in event production
- Experience writing for publications

**Supervisor:** Sierra Muñoz, Communications Director

**Hours:** 10 hours/week; during working hours preferred. Start dates and hours negotiable.

**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.

**Responsibilities:** Assist the Communications Director and the rest of the ALNC Team with various development and communications responsibilities.

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

#### **Application Process:**

Please feel free to call or email if you have any questions or would like further information. Please mail or email resume and three professional or educational references to:

Sierra Muñoz, Communications Director  
Aldo Leopold Nature Center  
330 Femrite Drive  
Monona, WI 53716  
608-216-9374  
[spmuno@naturenet.com](mailto:spmuno@naturenet.com)

Aldo Leopold Nature Center (ALNC) is a private, not-for-profit educational organization dedicated to promoting the conservation ethic of Aldo Leopold through environmental education and awareness. Founded in 1994, with sites in Monona and Black Earth, ALNC provides hands-on environmental programming for school children and their families, reaching more than 50,000 people annually. In addition, ALNC sponsors Nature Net: the Environmental Learning Network, which promotes environmental education for children by organizing collaborative networks of nature centers throughout Wisconsin ([www.naturenet.com](http://www.naturenet.com)).

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