



Marketing Intern

Volunteer Position Description

LOCATION: Administration Office or Fanno Creek Service Center

REPORTS TO: Director of Communications

AGE REQUIREMENTS: Must be 16 years or older

TIME COMMITMENT: 10 – 15 hours a week for a minimum of three months

POSITION SUMMARY: The Marketing Intern will evaluate both online and digital marketing options, as well as traditional print strategies and make recommendations for adjusting the district's strategies to reach new audiences.

BENEFITS:

- Volunteers provide a link between the park district and the community, by helping visitors understand and appreciate their experiences.
- Opportunities to build your resume, while impacting the lives of local youth and adults through positive experiences and meaningful service.
- Opportunities to learn about the park district, future paid job opportunities, programming and events.
- Opportunities to work with seasoned staff, who have years of experience in the fields of communications and marketing.
- Obtain experience interacting with park patrons of all interest levels, backgrounds, ethnicities, ages and education levels, as a representative of the park district.

SUMMARY OF DUTIES (includes, but not limited to, the following):

- Evaluate the district's marketing strategy for promoting registration opportunities.
- Review previous years marketing plans, analyze the tools utilized for promoting registration, and make data-informed recommendations for improving marketing strategies.
- Submit a final report to the district outlining the marketing recommendations compiled.
- Keep staff informed of unusual situations, safety concerns, injuries and other issues that may arise.
- Promote positive use of district parks and prevent damaging behavior, when appropriate.
- Record volunteer hours online through a THPRD volunteer account.
- Other related duties as assigned.

QUALIFICATIONS:

- Knowledge of and/or experience in marketing, communications, digital engagement, social media content management or other related strategies.
- Must be reliable, dependable, confident when speaking to strangers and able to adapt to changes in schedules and situations.
- Must be capable and willing to operate a mobile phone.
- CPR, First Aid and Epinephrine certification preferred, but not required.
- Must possess good communication skills and be a team player.

EXPECTATIONS:

- Attend all required trainings and meetings.
- A willingness to learn about the park district and park regulations.
- Each volunteer is expected to perform tasks that are within his/her physical capability.
- Each volunteer should understand that as a volunteer he/she is a representative of the park district and should act in a manner that promotes the park district in a positive manner.
- Each volunteer is expected to be timely and available to attend scheduled shifts. If a volunteer is unable to attend their scheduled shift, they need to contact their staff supervisor directly.
- Each volunteer will receive ongoing feedback from their supervisor on how to improve their techniques. A formal evaluation may take place at the end of the volunteer commitment.

BACKGROUND CHECK: A background check is required for this position.

I.D. BADGE: A photo I.D. badge will be provided for this position.

WORKING CONDITIONS: Duties may be performed in a combination of indoor and outdoor settings. The flow of work and nature of duties involve mental and visual attention for much or all of the time. Manual dexterity and coordination are required, making up more than 50% of the work period. Position is typically exposed to noise, fluorescent lights, heat, humidity, sunlight, wind, cold, wet and slippery surfaces. Position requires long periods of sitting, standing and walking; may also require repetitive foot, arm, shoulder, hand and back movements, crouching, bending, kneeling or reaching.

APPLICATION INFORMATION: If you are interested in this position, submit a completed volunteer application at <https://www.volgistics.com/appform/326358092> and indicate your interest in this internship position.