



## **Marketing & Development Intern**

*Part-Time, Hourly*

### **Position Summary:**

The Marketing & Development Intern reports to the Marketing & Communications Manager and Development Operations Manager. The position is responsible for supporting the external and internal communications and development operations for the organization, as well as supporting planning, logistics, and administration for engagement events.

### **Summary of Essential Job Functions:**

#### **Organizational Communications and Development (70%)**

- Assist with updating and generating content for website and newsletter with support from marketing and program staff
- Generate short-form content for social media channels (Twitter, Facebook & Instagram)
- Update impact metrics and communications dashboard; report back data to marketing and development staff
- Help maintain and improve development and marketing databases
- Support gift entry and acknowledgement process
- Represent the Parks Alliance at public outreach and engagement events
- Provide other assistance as needed to ensure effective external and internal communications for the Parks Alliance

#### **Event Planning, Outreach and Administration (30%)**

- Assist with logistics for Parks Alliance events, such as the City-Wide Movie Nights, both off-site and at Parks Alliance offices
- Help develop and implement outreach strategies for Parks Alliance events; such as distributing flyers and event notices to local businesses and residents
- Track invoices for events, and fill out check-requests as needed
- Provide other event administration assistance as needed

### **Experience and Qualifications:**

- Excellent written and verbal communications skills
- Community outreach and event planning experience preferred
- Familiarity with online social media platforms such as Facebook and Twitter

- Experience with common office software platforms required. Experience with Adobe Creative Suite a plus
- Strong time management and organizational skills are necessary
- Experience with web content management systems and basic HTML skills a plus
- Priority will be given to San Francisco residents who are familiar with San Francisco's political landscape and neighborhood groups
- Some weekend/evening work required
- Limited travel within San Francisco
- Valid CA Driver's License required
- Undergraduate applicants pursuing B.A. degree in Journalism, Communications, English, Political Science, or other communications-intensive discipline recommended

**Expectations:**

Passion for parks, playgrounds, and the natural world and for bringing park-related experiences to the public; high commitment to learning about San Francisco parks and open spaces.

Exemplify highest standards of integrity, professionalism, discretion, excellence and accountability; demonstrates emotional intelligence and self-awareness; inspires confidence and trust; welcomes feedback.

Exercises initiative to identify and solve problems with drive, flexibility, resourcefulness and creativity.

Able to interact in an effective, tactful and professional manner internally, externally and with the public at large; responds graciously and promptly to the needs and requests of others.

Plan to participate in communications efforts and public events/activities as a member of the development and communications team on nights and weekends as required.

Must be able to engage in a range of physical activity, including standing or sitting at a desk or computer and walking (sometimes on uneven surfaces) for extended periods of time.

Must be able to climb a flight of stairs and lift/carry up to 25 pounds.