

Marketing & Social Media Internship 2014/2015



Blaze a new trail with your education!

Are you passionate about the outdoors, active living, and enjoy connecting with individuals from all different backgrounds? Do you love the many pathways of social media and being out in the community promoting a great cause?

The West Michigan Trails & Greenways Coalition (WMTGC) is seeking an intern with interests in nonprofit management, event coordinating, marketing, social media, community relations, and volunteer recruitment.

DESCRIPTION

WMTGC invites college students interested in non-profit work, fundraising and special events to participate in an internship under the guidance of our Executive Director.

- Intern Needed: Ongoing
- Hours: 10 hours per week (flexible)
- Office location: 210 Commerce St, Wayland MI (nature of work would allow some telecommuting or meeting at coffee shops in the Grand Rapids area)
- Compensation: credit & stipend

Intern will work specifically on the WMTGC newsletter, membership program, planning summer events, some grant writing, and sponsorship proposals.

RESPONSIBILITIES (not limited to)

- Event logistics, planning, & promotion
- Securing sponsorships for 2015 Summer Trail Series
- Event marketing, letter writing, mailing projects and assisting social media/online engagement
- Administrative duties, including data entry, sending thank you letters

REQUIREMENTS

- Excellent written and oral communications skills.
- Demonstrate proven leadership skills and willingness to take initiative
- Ability to work in a fast-paced, team environment, but can also handle independent projects
- Experience in social media and online marketing preferred
- Must be able to multi-task and be extremely detail-oriented
- Proficiency in Word, Excel, Power Point, and Adobe preferred
- Currently enrolled as an undergraduate student
- Passion and enthusiasm for outdoor recreational activities , interest in health & wellness

CONTACT

Send resume and cover letter to: Kati Santee, Executive Director
WMTGC
P.O. Box 325
Comstock Park, MI 49321

Or email: director@wmtrails.org

Questions?

616-485-7805

