



Title: **Fall 2016 Communications Intern**
Location: Venture Outdoors Office on the South Side
33 Terminal Way, Suite 537A
Reports to: Communications and Media Coordinator
Regular or Temporary: Temporary
Hours: 10-15 hours a week
Compensation: Volunteer Position. Available for Class Credit. (Please confirm with your University Department that this internship can be taken for credit.)

Start Date/Length of Internship: If you are taking this internship for class credit, we will comply with University guidelines for your fall semester. If you are looking to volunteer for this internship, you may start as early as August and work through December.

Summary

Venture Outdoors is a nonprofit organization dedicated to connecting everyone to the benefits of outdoor recreation throughout Southwestern Pennsylvania. We provide a variety of activities that inspire an active lifestyle, promote the region's unique amenities, highlight its excellent quality of life, and foster a greater appreciation for the environment.

The Communications Internship is open to college students and young professionals looking to get experience in the world of nonprofit marketing and communications. This is an unpaid internship that may be taken for credit if so desired (please confirm with your university department that this internship will be accepted for course credit). Perks include a vibrant office environment, staff outings, and free program credits to participate in Venture Outdoors programs.

During this internship, you will work closely with **the Communications and Media Coordinator** as well as with the rest of the Marketing Team to help develop and implement a creative and dynamic marketing strategy for Venture Outdoors. A diverse and wide range of marketing and communication tools will be used for implementation. The Communications Intern will also have regular responsibilities that will include social media campaigns, social media analytics, and photo management.

Minimum Requirements To Apply

- 18 years of age or older
- Contact information for three references
- Resume
- Cover Letter



Primary Responsibilities:

- Assist in maintaining the strategic communications calendar
- Photo management and organization
- Networking and managing contact with local media sources
- Preparing and presenting information about Venture Outdoors
- Providing event planning and execution assistance
- Help create special marketing promotions to be used throughout the internship
- Writing and editing blog posts and e-newsletter articles
- Helping with the writing, layout and distribution of email marketing tools
- Assisting with social media maintenance, production and analytics
- Other duties and administrative tasks as assigned

Qualifications:

- Experience/interest in social media (Facebook, Twitter, Instagram), mass marketing and communications
- Business, Marketing, Public Relations, or Liberal Arts background
- Good people skills - personable, outgoing, friendly and creative
- Detail-oriented
- Excellent communication skills, both verbal and written
- Self-starter able to multi-task and prioritize work
- Experience using Microsoft Office, Wordpress; Adobe InDesign, Photoshop experience is a plus
- Extra consideration given to those with a photography and/or videography background, however small, to take photos/videos of programs, outings
- And of course: a fun, energetic individual looking for a great internship experience with a fun company!

To apply, please email our Contact Person (below) with a resume, cover letter and contact information for three references (professors, teachers, previous managers).

Contact Person:

Jessica Wiegand
Communications and Media Coordinator
Venture Outdoors
33 Terminal Way, Suite 537A
Pittsburgh, PA 15219

jess@ventureoutdoors.org
ventureoutdoors.org

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