

NEW ENGLAND
WILD
FLOWER
SOCIETY



Public Programs Marketing Internship

One part-time position with a flexible schedule

New England Wild Flower Society is the nation's oldest plant conservation organization and a recognized leader in native plant conservation, horticulture, and education. The Society's headquarters, Garden in the Woods, is a renowned native plant botanic garden in Framingham, MA, that attracts visitors from all over the world. The Society also operates a native plant nursery and propagation center at Nasami Farm in Whately, MA.

Number available: 1

Application deadline: March 20, 2018

Duration: This position begins in March. A total of 408 hours @ \$11/hr. are available on a flexible schedule through spring and possibly summer.

Location: Garden in the Woods, 180 Hemenway Rd., Framingham, MA 01701

Compensation: \$11/hr.

Contact: Director of Public Programs

Telephone: 508-877-7630, ext. 3302 **Fax:** 508-877-3658 **Email:** education@newenglandwild.org

ABOUT OUR PUBLIC PROGRAMS

The Society has one of the country's largest public programs in native plant education, which we administer at Garden in the Woods. We offer hundreds of **courses, workshops, lectures, and field trips** each year, in which you can learn about native plants, explore hotspots of plant diversity, be inspired by gardens, and design your own landscapes. We also lead fascinating trips to botanically rich areas around the world.

Our **professional certificate programs** in native plant studies offer basic and advanced certificates in Field Botany or Native Plant Horticulture and Design, appropriate for all lifelong learners. Graduates of the certificate program apply their knowledge and skills to fields ranging from conservation to landscape design, management, and planning.

Throughout New England, **we work with schools** to help students and teachers learn about plants through creative, hands-on programs. Our user-friendly, interactive web application Go Botany enables everyone from novices to professionals to identify thousands of plant species in the New England flora. At Garden in the Woods, we provide educational tours for thousands of visitors.

DESCRIPTION AND DUTIES

The Marketing Intern works under the supervision of the Director of Public Programs as an integral member of the Public Programs team at Garden in the Woods. To meet the goal of increasing the visibility of our public programs, we are seeking a college junior or senior (or a recent graduate) majoring in marketing, communications. The applicant should have well-developed verbal and written communication skills and the ability to work independently.

Internship duties may include but are not limited to the following:

- Upload Society program listings to external web site calendars
- Post on social media outlets such as Facebook and Twitter
- Monitor program registrations and communications about the Society
- Use and add to the existing marketing database of targeted external calendars, web sites, blogs, social media contacts, partners, businesses, etc.
- Monitor opportunities for outreach in support of Society offerings
- Assist in the creation and distribution of flyers, posters, and other marketing material for programs and major events hosted by the Society
- Assist in planning, writing and managing e-blasts and monthly e-newsletters
- Collaborate with staff on new ideas, directions, and tools for marketing and communications
- Support major programs hosted by the Society
- Promote public programs by contacting key media outlets
- Help to write and disseminate press releases

QUALIFICATIONS

Applicants must be responsible and self-motivated. Preference will be given to those candidates who have the following qualifications:

- Marketing, public relations, communications, or English major preferred
- Experience and demonstrated interest in social media communications
- Good organizational, writing, speaking, and presentation skills
- Previous work experience; marketing, public relations, or nonprofit internships preferred
- Demonstrated ability to take direction and to work independently
- Interest in public programming, nonprofits, and education is a plus
- Strong organizational skills, including flexibility, willingness to adapt to change, and attention to detail
- Excellent knowledge of and comfort with Microsoft Office (Word, Excel, PowerPoint)
- Ability to conduct internet research

HOW TO APPLY

Please submit a cover letter, resume, and three references (with contact information), preferably by email. Please include your full name in the file name of each document. In your cover letter please include where you found the job posting. Submit applications to:

Director of Public Programs

New England Wild Flower Society

Email: education@newenglandwild.org

Phone: 508-877-7630 Ext. 3302