

## Marketing Internship (paid)



Program Focus: Marketing and Communications

**Schedule:** March 1-May 31, 2023, approximately 15 hours per week

**Salary and Classification:** \$18 / hour, Temporary, Part-time and Non-exempt

### Summary

The Marketing and Communications Intern will support the Marketing & Communications department, focused on building, maintaining, and promoting the organization's positive reputation. Under the direction of the Director of Marketing and Communications, the intern will:

- Create visually appealing content for Friends of the Urban Forest's social media accounts (Instagram, Twitter, and Facebook). The content may include text, graphics, videos, and interactive competitions.
- Edit and create compelling short videos to tell the stories of volunteers, staff, partners.
- Perform other tasks as needed to advance FUF's marketing and communications objectives.

This is a temporary part-time non-exempt position. Upon completing your internship with Friends of the Urban Forest, you will learn how to run social media accounts for an organization and create interactive posts and other forms of content to promote the opportunities the organization offers.

The position involves working with technology. You will also be required to design and execute a capstone project tailored to your area of interest with the goal that you take an active role in your learning. FUF will provide professional development training.

### Educational Objectives

- Content production for social media platforms
- Photo design and video creation
- Management of social media platforms
- Understanding how the Marketing works within an organization

### Details and Responsibilities

- Create engaging content for social media
- Create visually pleasing videos and graphic designs that will spur interest in the audience
- Edit video stories based on a script
- Ensure that nothing posted is inappropriate in any way and that supervisor approves all forms of content before posting
- Perform other marketing/communications tasks as needed

## Requirements

- Proficiency in working with/ using social media platforms such as Instagram, Twitter, and Facebook
- Must be able to commit to the entire internship period and to follow a mutually agreed-upon schedule
- Must have an understanding of video editing and photo design and prior experience with editing apps such as Canva, iMovie, Adobe Creative Suite, etc.
- Fluency in Spanish, Mandarin, and/or Cantonese is desired
- Participate in office culture of environmental stewardship through cultural activities including but not limited to: limiting waste, properly disposing of waste in sorted bins, and maintaining a clean work environment in the field and in the office.
- Comply with Friends of the Urban Forest's Covid-19 Vaccination Policy. New hires will be asked to provide proof of vaccination on the first day of employment. Friends of the Urban Forest will consider all requests for reasonable accommodations based on applicants who have a (1) medical contraindication to the specific types of COVID-19 vaccines available, or (2) sincerely held religious belief or practice contrary to immunization.

## Work Environment

The internship role is hybrid. We expect a commitment of approximately 15 hours a week, with at least one day in the office in Presidio.

## Physical Demands

The physical demands described here represent those that an intern must meet to perform this job's essential functions successfully.

While performing the duties of this position, the intern is regularly required to see and hear.

**To Apply:** Send your resume and a brief cover letter highlighting why you're interested in the program to [marketing@fuf.net](mailto:marketing@fuf.net). Include your name and the internship position for which you're applying in the subject line.