



Marketing and Development Internship

August 6, 2019 – May 31, 2020

Over the last 20 years, Growing Gardens has brought gardening, nutrition education and produce donations to over 162,000 Boulder County residents.

We offer a variety of programs to get people of all ages, backgrounds, income levels, and abilities involved in growing and cooking their own food. These educational opportunities are paired with seed, plant start, and produce donations, as well as gardening space, to impart greater food security and hunger relief in our community.

The Marketing & Development Intern is a community ambassador for the organization through social media content curation, assisting with marketing campaigns, special events and outreach. This intern will gain experience in a variety of marketing activities that is applicable for non-profit, social enterprise and for-profit career paths.

The internship provides the opportunity to develop your marketing experience and build your portfolio. While deeply rewarding, this is fast paced internship and requires hard work, focus, and creativity.

Marketing & Development Internship Responsibilities

Marketing and Social Media:

- Develop brand awareness and curate content, track and manage social media presence on Facebook, Instagram, and Twitter
- Learn to draft/edit marketing material, website, e-newsletters & press releases
- Candidates with Adobe experience: this is an excellent opportunity to develop your portfolio by creating apparel designs, as well as marketing material and content for various campaigns and events.

Event Planning/Execution & Outreach:

- Assist in advertising and event support for [Community Harvest Festival](#), [May Plant Sales](#), and an exciting fundraising dinner, [Growing Gardens Farm Gala](#), which includes silent auction item solicitation, day-of preparation, and much more.
- Become an ambassador for Growing Gardens and engage with the community during outreach events (some weekend work may be required, balancing to 20 hrs./week)
Prepare, maintain and improve Growing Gardens outreach materials
- Learn Growing Gardens tour language and lead farm tours during events

Fundraising:

- Assist with development activities including donor cultivation, appreciation and annual fundraising campaigns (both print and digital).

Knowledge and Skills that you May Acquire:

- Gain an understanding of and experience the many roles within a marketing department
- Gain first-hand experience marketing and planning community events ranging from 200-4,000 people
- Learn the process behind launching a fundraising campaign (both print and digital)
- Work with local businesses to solicit silent auction items and support for various events
- Learn to manage social media business pages
- Collect, track, and analyze high level marketing data
- Edit and create digital and print advertisements
- Network with press, agriculture and natural foods industries
- Volunteer coordination
- Conflict resolution and communication skills
- Gain skills and understanding of sustainable urban agriculture
- The ability to work in a dynamic team environment

Structure of Internship

- Internship duration is August 6th, 2019 – May 31, 2020
- Mandatory internship orientation on August 12th, time TBA
- Intern position is on average 20 hours per week. *Note: hours may vary between weeks.
- Intern will work closely with GG mentor and meet weekly for the duration of the contract
- Interns will have the opportunity to meet with GG staff to learn about various roles within the organization

Learning Objectives Contract – Developed within first month of internship. This includes: position description, educational objectives, learning activities and skill development.

Evaluation – A midpoint evaluation and end of internship evaluation will include intern self-evaluation, supervisor, and mentor evaluation.

Benefits of Interning with Growing Gardens

- Hands-on experience making a positive impact in the lives of children, teens, and adults.
- Community connections and networking within the burgeoning local food movement. Opportunity to join marketing committee meetings made up of local professionals and board members.
- Friendly, relaxed environment.
- Develop marketable leadership and management skills.
- Opportunity to participate in various gardening, cooking and beekeeping classes
- Option to garden in the intern community garden plot at the Hawthorn Garden site.
- Access to organic seeds and vegetable starts at a discount.
- Office is centrally located and easily accessed via public transportation.
- Monthly stipend of \$450. Fresh organic produce available as the season permits (valuing \$20-\$35 per week)

Qualifications

We are looking for a friendly, outgoing, detail-oriented person with good communication skills and experience in Microsoft Word and Excel (or Google Docs and Sheets), on social media (Facebook, Twitter, Instagram) and. Experience with Adobe Photoshop/Illustrator is a plus! Applicants must be CPR and First Aid certified by August 6th, 2019.

We have a fun, driven team that enjoys making a positive difference in our community. This experience is a great opportunity for someone interested in a job in social enterprise or non-profit marketing, development, event management or community organizing.

Applications due June 1, 2019 but position will remain open until filled.

Send cover letter, completed application and resume to Taylor@GrowingGardens.org with subject line “Marketing & Development Intern application.”