



Summer Marketing and Development Internship May 13th – August 16th, 2019

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 insight into managing marketing activities across mediums for various programs and events, and is relative for non-profit, social enterprise and for-profit careers.

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 Growing Gardens' marketing materials, e-newsletters, press releases
- Assist with database transition, including updating website pages and e-calendars
- 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 an exciting fundraising dinner, Growing Gardens Farm Gala, including 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 and a June VIP donor happy hour on the farm

Knowledge and Skills that you May Acquire:

- Gain an understanding of and experience the many roles within a marketing department
- 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 May 13th – August 16, 2019

** Opportunity to extend internship into fall season with increase in stipend for longer commitment.*

- Mandatory internship orientation on Monday, May 13th, time TBA
- Intern position is on average 30 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 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.
- \$1200 stipend awarded at the end of the commitment. *Can be paid in installments throughout internship if desired. Option to continue internship program through fall for increased stipend with longer commitment.

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!

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.

Apply by April 5th, 2019. Position will remain open until filled.

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