



Connecting People and Parks and Conserving the Emerald Necklace

BACK BAY FENS • RIVERWAY • OLMSTED PARK • JAMAICA POND • ARNOLD ARBORETUM • FRANKLIN PARK

2017 Summer Internship: Communications and Public Relations

The Emerald Necklace Conservancy has an opening for a Communications and Public Relations Intern who will work with the communications team to promote the mission of the Emerald Necklace Conservancy via social media platforms, earned media, e-newsletters, and print materials and assist at events in the parks.

The Emerald Necklace Conservancy is a non-profit stewardship organization with the mission to restore and improve the Emerald Necklace parks. Working in collaboration with our public partners, we focus on restoration and maintenance, access and advocacy, and education and free programming. Each year we bring more than 1,000 volunteers into the parks for cleanups and restoration activities.

Responsibilities of the Communication and Public Relation intern may include crafting messages for social media, taking photos, building relationships with traditional media, drafting press releases, posting events on city-wide calendars, contributing to a tourism plan for the parks, updating media lists, greeting visitors, creating promotional materials and assisting with the event management and promotion of the Conservancy's signature outdoor music, movies and fitness series, *Summer on the Emerald Necklace*. This position may also work at all-staff events and activities such as volunteer cleanup/ restoration days in the parks.

The candidate should be available to work the majority of the *Summer on the Emerald Necklace* weekend events. This requires working four of the six Sunday night concerts (July 9, 16, 23 & 30; August 6 & 13, 20 *rain date*).

This position offers the opportunity to learn events management and social and earned media marketing. Interns will develop a portfolio of writing and promotional materials in a supportive as well as team-building environment and gain experience in communications in a non-profit.

Education:

A major in communications, marketing or similar is highly-desired.

Skills and Experience:

The ideal candidate has office experience, possesses solid writing skills, is creative and collaborative and is interested in the mission of the Conservancy. In addition, familiarity with Adobe Illustrator, Adobe Photoshop, Graphics / Multimedia, and Microsoft Excel is desired.

This is a summer internship: mid-May –mid- August 2017 (Exact start and end dates determined by candidate's availability).

Hours: 16 – 32 hours per week, per candidate's availability

How to Apply:

Send resume and cover letter to Kate Oeser at koeser@emeraldnecklace.org