

# SHOAL CREEK CONSERVANCY

## Communications and Marketing Work-Study Internship Description

The Shoal Creek Conservancy ([www.shoalcreekconservancy.org](http://www.shoalcreekconservancy.org)) is a 501(c)(3) nonprofit organization established in 2013 with the mission of restoring, protecting and enhancing the ecological, social and cultural vibrancy of Shoal Creek for the people of Austin, Texas by engaging the public and partnering with the community. We seek to achieve this mission through activities that maintain and improve the Shoal Creek trail and greenway; enhance the public's enjoyment of the Creek; and restore the watershed. Shoal Creek is the city's oldest trail and extends for approximately four miles through the heart of Austin, Texas.

**Description:** Shoal Creek Conservancy seeks an intern with strong writing skills and knowledge and understanding of communications strategies, the digital media landscape, including various social media websites, and graphic design. The intern will work closely with the Executive Director to develop and administer marketing and communications campaigns for the Conservancy. The position is available to undergraduate or graduate as well as recent graduates.

### **Responsibilities:**

- Develop and execute monthly social media campaigns
- Monitor and evaluate social media effectiveness
- Maintain and update the Shoal Creek Conservancy website
- Research and develop ways to improve engagement and site traffic
- Draft monthly e-newsletter to send to Shoal Creek supporters
- Promote fundraising events, volunteer opportunities, work days and programming and other events in coordination with the Programming Intern and the Executive Director
- Assist with the development of marketing materials, such as membership direct mail pieces, decals and bumper stickers
- Work with the Executive Director to develop the Conservancy enterprise activities
- Develop list of local media contacts
- Draft media releases and organize media events as appropriate

### **Qualifications:**

- Strong writing, editing and proofreading skills
- Experience with Word Press
- Direct experience working with social media channels (Facebook, Twitter, etc.)
- Graphic design experience and proficiency in InDesign, Illustrator and Photoshop
- Preferably a marketing, communications, journalism or Public Relations major
- Ability to work independently and as part of a team
- Highly organized and able to manage multiple ongoing projects
- Enthusiasm for the Conservancy's mission

**Start Date:** Position open until filled, requires a minimum semester/summer commitment

**Hours:** At least 15 hours a week, preferably two to three times a week in the office

**Stipend:** \$1,000 per semester/summer

**To Apply:** Please send a cover letter and resume to [info@shoalcreekconservancy.org](mailto:info@shoalcreekconservancy.org). Thank you for your interest in the Conservancy.