



## Communications & Public Relations Internship

### Reports To:

Chase Mills, Operations Manager - chase@takemar.org

### Details:

This is an unpaid Internship with a minimum requirement 8 hours per week. All interns are required to attend an Intern On-Boarding Day as described at <https://www.takemar.org/internships>. If the intern is seeking college credit, it is the responsibility of the intern to check with their school to apply accordingly.

### Requirements:

- Must have an interest in sustainability initiatives.
- Must have a computer & reliable internet.
- Must have 8 hours per week to volunteer for Take MAR.
- Must practice a professional, constructive, and positive work attitude to ensure high morale and productivity.

Duration: **January 29th, 2024 - April 29th, 2024**

**IMPORTANT:** We require an hour long virtual meeting each week to review assignments and delegate tasks for on-going projects. The rest of your hours will be working independently. Schedules will be determined based on intern applications.

**Location:** Online via Google Hangouts

### Responsibilities:

- ✓ Supporting the PR manager in implementing the nonprofit's PR strategy.
- ✓ Creating engaging content for media releases, social media platforms, and newsletters.
- ✓ Building a media contact database
- ✓ Providing assistance to the PR manager with the scheduling and organizing of events.
- ✓ Giving input on marketing initiatives and suggesting creative ways to improve the nonprofit's public image.
- ✓ Conducting research on communications strategies
- ✓ Monitoring of media coverage on events and media releases that were issued and creating press clippings.
- ✓ Updating media lists.
- ✓ Performing administrative duties.
- ✓ Researching environmental topics and marketing strategies to promote regeneration
- ✓ Working in partnership with the creative team, develop creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets
- ✓ Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly
- ✓ Present ideas and final deliverables to team, and communicate about communications strategies
- ✓ Additional tasks that may arise to carry out the success of the program

### ACKNOWLEDGEMENT:

- ★ All interns will need to sign a waiver, NDA, and intern agreement.
- ★ Must reference the operations manual and read through the policies and procedures manual to ensure the proper safety protocols are implemented if interacting with Take MAR in-person or during events.

Sign up today at [www.takemar.org/internships](https://www.takemar.org/internships) in the bottom form.