



Marketing – Membership & Social Media Internship(s) -- Unpaid Position

The **Waukesha County Land Conservancy (WCLC)** will be celebrating its 25th year of preserving and managing environmentally significant lands in Waukesha County. Since its origin in 1992, it has preserved nearly 2,900 acres.

The Marketing Intern(s) will assist the Executive Director in increasing membership and social media marketing. Interns should have a background in the marketing or business. Some expectations of this position include strong interpersonal and communication skills. The internship is unpaid and preferred for credit.

RESPONSIBILITIES:

- Work with Executive Director to create project outlines and establish deadlines for membership and social media projects to achieve WCLC's Strategic Plan.
- Assist with developing and improving development (fundraising) and marketing tools such as:
 - Membership appeal letters
 - Thank you letters
 - Facebook posts
 - Website updates
 - Newsletter articles
 - Procedures and processes
- Maintain, update, and analyze WCLC contact database.
- Work with Executive Director to define, analyze and prepare performance reports for WCLC committees and board of directors.
- Coordinate and prepare direct mailings, which includes ordering supplies for mailing, printing materials and stuffing envelopes.
- Review projects with Executive Director on a weekly basis
- Commit 8-20 hrs/week with at least 4 hrs in WCLC office in Waukesha, WI.

SKILLS, KNOWLEDGE AND PERSONAL TRAITS:

- Pursuing a Bachelor's degree in the marketing, business or similar area.
- An understanding of marketing and communication methods.
- Highly organized and enjoy analyzing data to improve performance.
- Good writing and proofing reading skills.
- Strong working knowledge of MS-Word, PowerPoint, Publisher, and Constant Contact
- Self-starter; disciplined and motivated to further the mission of WCLC.
- Attention to detail, responsive and courteous communicator with strong interpersonal, verbal and writing skills.
- A team player; considerate and respectful of others.
- Able to meet deadlines and timely execute multiple tasks.

TO APPLY:

Email your resume to Cheryl White at wclc@wi.rr.com. Please state your interest and background.