

## **JOB DESCRIPTION**

**Position Title:** Intern, Development & Communications  
**Compensation:** Unpaid  
**Position Reports:** Director of Development & Communications  
**Department:** Development & Communications

### **1. Position Summary**

Working in a well-known, cultural non-profit, this position will aid development and communication efforts focused on the promotion of programs, events, and exhibitions as well as general awareness of Powell Gardens. This position will center on the planning and implementation of comprehensive marketing campaigns and will require cross-departmental collaboration and innovative thinking. The goal of this internship is to drive attendance in a thoughtful and strategic way while maintaining the mission and vision of Kansas City's botanical garden.

### **2. Essential Functions**

- Content creation for social media, website, and media
- Assist with community outreach and influencer cultivation efforts
- Manage event planning and day-of-logistics for donor tours, Society of Perennial Partner events, fundraiser events, and promotional days
- Administrative support including, archiving and organizing digital photos, analytics for e-mail marketing campaigns, database management
- Graphic design and/or photography projects would be a plus, but not required pending skillset

### **3. Internship Outcomes**

- Candidate will manage a small campaign from start to finish and will report on results and make recommendations.
- Candidate will receive training and guidance in the fields of digital media, media outreach, community outreach, and event planning from start to finish.

### **4. Sphere of Responsibility**

- Ambassador for the Powell Gardens brand
- Vested interest in the success of garden initiatives
- Dedication to exploring all avenues to heighten public awareness of the Gardens

### **5. Internal and External Contacts**

**Internal:** Powell Gardens Administration Staff and Volunteers

**External:** Visitors, Members, Vendors, and Community Partners

### **6. Consequence of Error**

Interns are members of the Powell Gardens team and are responsible for the overall adherence to mission, vision and brand standards for the duration of their internship. Selected candidate will agree to comply with deadlines as applicable and maintain a professional demeanor while on-duty.

### **7. Experience/Education**

<b>Education</b>	Current enrollment in a college-level associate program or higher with an emphasis in public relations, communications, marketing, event planning, or similar discipline
<b>Experience</b>	Experience in an office setting is a plus
<b>Knowledge</b>	Passion for horticulture and nature Digital trends and social media Proficient with Microsoft Word and Excel Experience with WordPress and InDesign is a plus
<b>Communications</b>	Attention to detail Good communication skills

### **8. Work Environment/Physical Requirements**

- Must have a valid driver's license or reliable transportation
- Ability to lift items weighing 25 lbs.
- Willingness to have flexible hours in order to participate in events, meetings and programming

### **9. Time Commitment**

- Time of day and day of week are open to flexible hours as deemed necessary. Typical office working hours are Monday-Friday 8am-5pm
- Must commit to 12-15 hours/week for 12-16 weeks; if receiving college credit then requirements of the higher education institution will decide hours/week and number of weeks