



About Us

As Kansas City's Botanical Garden, Powell Gardens provides 175 acres of recreation, adventure, and exploration. Established in 1988, Powell Gardens is a non-profit, public garden containing display gardens with rotating botanical displays, notable plant collections, seasonal programming and events, a three-mile nature trail, educational classes, art, architecture, breathtaking views, and more.

We believe our team members are our most important asset. By building strong relationships with each other, we can ensure that our guests have the best possible experience. If you love working in a beautiful setting and want to leave your mark in the gardening world, Powell Gardens is the place for you! Experience our beautiful gardens and join our team of experts.

Summary

Powell Gardens seeks to hire a Marketing Intern who will aid strategic communication efforts to drive attendance and brand awareness while maintaining the organization's mission and vision.

Reporting to and working with the Assistant Director of Development & Communications, the Marketing Intern plays a vital role in supporting Powell Gardens' efforts to plan and implement comprehensive marketing campaigns through the development and execution of cohesive messaging through all channels of organizational and public-facing entities.

Essential Functions

- Assist in the coordination and execution of marketing and advertising promotional activities.
- Original content creation through copywriting, photography, and simple design within branding standards across multiple internal and external channels (e.g. social media, website, eblast, press release/media alert, signage, collateral, etc.).
- Maintain program listings on current community calendars with an emphasis on seeking out and obtaining additional free digital listings.
- Research and execute free collateral placement in key target audience locations.
- Research, develop, and assist execution of influencer media strategy.
- Build audience reach through list management, research, and market analysis.
- Continue to grow and expand the Powell Gardens brand by studying the target markets and competitors and maintaining quality and consistency throughout internal and external messaging.
- Collecting quantitative and qualitative data from marketing campaigns.
- Help organize and execute marketing events as needed.

Other Functions

- Work with a wide variety of people to include advertisers, press/media, volunteers, and staff. Steward relationships with all parties for future brand awareness growth and represent Powell Gardens in a professional manner.
- Support the marketing team in daily administrative tasks and other related tasks as assigned.

Education/Experience

- High School Diploma or GED Required
- Bachelor's Degree (or currently obtaining Bachelor's Degree) in Marketing, Communications, Public Relations, or related field.
- Experience working with a non-profit is a plus.
- Experience in digital marketing, social media management, copywriting/editing, media, etc., a plus.

Knowledge

- Excellent verbal and written communication skills, including copywriting and editing according to brand standards.
- Knowledge of marketing strategies, including continuing education of new marketing tactics and tools.
- Familiarity with marketing software and online applications (e.g. WordPress, Meta, Google Analytics/GA4, Google Adwords, Sprout Social, etc.).
- Aptitude with various social media platforms as well as the data tracking tools associated with them.
- Proficiency in Photoshop, Canva, and MS Office.
- Ability to handle multiple tasks in a fast-paced environment with exceptional time management.
- Passion for the marketing industry and its best practices.
- Photography and photo editing experience.
- Proficiency in full Adobe Creative Suite is a plus.
- Familiarity with consumer psychology and buying habits is a plus.

Time Commitment

Those seeking college credit and or payment for the internship, must complete the required number of contact hours required by their respective institution. The standard number of hours for an intern at Powell Gardens in this role is 40 hours/week for a minimum of 8 weeks. Interns will start the internship in May/June and end sometime in August.

Physical Requirements/Work Environment

Primarily Monday through Friday, 8 a.m. to 5 p.m., but flexibility is available outside of these hours based on a case-by-case basis. Schedule can be a blended onsite and remote officing. Must be available to work as required at events, programs and all staff team building events. Travel to off-site meetings as required. Able to remain in a stationary position up to 50% of the time; move about inside the office to perform normal duties; move throughout a multi-facility work location.

To Apply

Applicants interested in this position must submit the following to erobertson@powellgardens.org.

- Cover letter addressing the following:
 - Why are you interested in this role and why you would be a great fit
- Resume

- Two creative writing samples (blog, social media, eblast, article)
- Three references: professional, academic, and/or personal

To view the full list of open positions, please go to www.powellgardens.org