



BURLINGTON PARKS RECREATION WATERFRONT

Summer 2016 Internship Opportunity Marketing & Outreach Internship

Brief Description

Assist in daily activities and longer term marketing planning for BPRW. This is a part time, hourly paid position that will work on site at our Pine Street office and in the field. Additionally, there will be time spent at events and in parks in all weather.

Anticipated Job Duties

- Analysis of website traffic, social media, user demographics, response rates
- Support development of department email strategy
- Organize and catalogue image resources
- Write and schedule social media posts, press releases, and blog posts
- Design, edit and update of printed and online marketing tools
- BPRW website maintenance

Qualifications

The following items are requirements to be considered for the Marketing & Outreach Internship:

- Marketing or Communications major;
- Currently enrolled in a college or university;
- Good academic standing;
- And three or more years of study.

General Internship Goals

BPRW has designed a student internship program dedicated to providing a comprehensive view of the work performed by Park & Recreation professionals. This experience will reflect what P&R professionals do on the job to ensure that the needs of the community are met. Our goal is to provide interns with the following opportunities:

- Gain practical experience in marketing and public communications.
- Understand the impact of Park and Recreation services on the community and how the agency operates in a municipal government setting.
- Understand and appreciate duties and responsibilities of personnel.
- Become involved in activities that will develop professional skills and foster professionalism.
- Develop a personal philosophy of marketing and outreach.
- Determine professional strengths and areas in which to grow/improve.
- Provide assistance to BPRW.
- Develop an understanding of organizational and administrative procedure.

Work Schedule

Interns will be required to work a 20-hour week that will not include mandatory holidays or weekends,

though there may be event-based voluntary opportunities on holidays or weekends. Interns are not granted overtime or holiday pay, nor compensated for holidays.

Application Processing

Individuals who are tentatively offered an internship opportunity are required to complete a City Employment Application. Copies of the application are to be kept in an internal file for future reference. Prospective interns are required to pass all City of Burlington employment requirements which may include, but are not limited to, a criminal background check, a drug screening test, and a driver's license check. A prospective intern is not officially hired until successfully passing the City employment requirements.

Performance Evaluations

The Internship Coordinator is responsible for conducting performance reviews at the mid-point and completion of the internship. These reviews provide information that will allow interns to grow professionally and gain feedback regarding job performance, internship goals, and specific internship experiences.

Application Closing Date

March 18, 2016

Tentative Duration of internship

June 13 – August 12, 2016

Compensation

Intern will be offered an hourly rate between \$10-15/hour based on experience and potential to acquire academic credits.

Reporting Intern Coordinator

Diana Wood, Marketing & Outreach Manager

Email Resume and Cover letter to:

dmwood@burlingtonvt.gov

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