



Norman Bird Sanctuary

Marketing Internship

Reports to: Director of Education

Dates (Flexible):

September – December 2008 (Deadline: Until filled)

January – May 2009 (Deadline: November 30, 2008)

June – August 2009 (Deadline: April 30, 2009)

Hours: Flexible, with opportunities available from Monday-Friday. We prefer regular commitments of 10-35 hours per week.

The Norman Bird Sanctuary (NBS) is a not-for-profit environmental education center and 300+ acre sanctuary dedicated to helping people of all ages better understand, appreciate, and care for the world of nature. Located a short distance from Newport, Rhode Island, NBS serves a broad range of audiences. Our educational offerings include age-appropriate programs for school, camp, public, and scout groups; nearly 10,000 students participate in our nature-based programs annually.

The Sanctuary also features a 300+ acre “outdoor classroom,” with seven miles of hiking trails and forest, field, pond, ridge, salt marsh, and beach habitats.

Job Summary: As a member of the Norman Bird Sanctuary education team, you will be responsible for promoting NBS programs within the community and region. The position will involve developing advertising materials and displays. Additionally, interns will assist with media relations and communicate with school and public groups to effectively market NBS programs and opportunities.

We are seeking interns that are able to work independently, are self-motivated, and that share a passion for the environment and conservation of our natural resources.

Responsibilities: The Marketing Intern responsibilities may include, but are not limited to:

- Assisting with the design and development of promotional materials, including flyers, posters, brochures, and displays
- Distributing materials to sites across Rhode Island
- Assisting with updates to the NBS website; contributing to the NBS education blog
- Helping to write and distribute press releases and e-mail blasts to the local media and members
- Posting updates and articles to online sites (i.e., list serves, Facebook and other social networking sites, Craigslist, etc.)
- Communicating with schools, colleges, local residents, and community organizations to promote NBS programs; make phone calls and travel to sites within Rhode Island and Massachusetts
- Other responsibilities as assigned

Qualifications:

- Interest or experience in environmental education and conservation
- Knowledge of (or interest in learning about) marketing and advertising strategies
- Excellent communication and writing skills
- Experience with word processing software, Publisher, and other computer skills
- Self-motivated and able to work independently and with a team
- High energy, creative, and enthusiastic personality
- Comfortable speaking in front of groups of all ages
- Positive attitude and a sense of humor are a must!

Requirements:

- 18+ years of age
- Some undergraduate coursework required
- Preferred: Degree or 2+ semesters of coursework towards a degree in biology, marketing, communications, or related field
- Own transportation required
- Must pass mandatory state background check

Compensation: This is an unpaid internship; however, NBS will be happy to work with your school or university to help you obtain academic credit for internships.

To Apply: Interested students should fill out an internship application (available by visiting www.normanbirdsantuary.org, or by calling 401-846-2577). The application, along with a cover letter, resume, and 3 references, should be sent to:

Mail: Catherine Arning
Director of Education
Norman Bird Sanctuary
583 Third Beach Rd
Middletown, RI 02842

E-mail: education@normanbirdsantuary.org

Please make sure that your application is complete and is submitted by the appropriate deadline. Once all applications have been received, they will be evaluated and qualified candidates will be selected for an interview. NBS is an equal opportunity employer.