



community sailing center  
lake champlain : burlington vermont

## Marketing & Events Intern Job Description

### Overview

The Lake Champlain Community Sailing Center (CSC) is seeking an undergraduate or graduate intern to join our communications team. The Marketing & Events Intern will work to increase our awareness in the community and assist with both internal and external events. Working closely with the Development & Communications Manager, this position will provide hands on exposure to three major marketing functions: brand strategy, communications and content development, and events management.

**Reports to:** Development & Communications Manager

**Duration:** May/June thru August/September

**Pay:** \$11 per hour

**Hours:** 15-18 hours per week. Applicants must be willing to work some evening or weekend events.

### Qualifications

- Marketing, business, or communication majors preferred. Recent college graduates and current college attendees are encouraged to apply.
- Excellent verbal and written communications skills.
- Familiarity with the following social media platforms: Facebook, Instagram, MailChimp, and Youtube.
- Strong attention to detail and ability to manage priorities and workflow within set timeframes.
- Previous customer service, office, and events experience.
- Positive, enthusiastic and flexible attitude.

*Preferred but not required.*

- Experience with Adobe Creative Suite programs including Photoshop, Illustrator, and InDesign
- Experience with photography and/or video production.

### Objectives

- Brand Strategy: Identify relevant insights within our target audiences and create content to market towards new audiences. Assist with digital marketing and social media posting within our brand standards.
- Communications and Content Development: Highlight mission and vision through storytelling. Collect content from programs and events including photo, video, and written story. Ensure consistent messaging across platforms.
- Events Management: Aid staff with the planning, execution, and wrap-up of large community events. Follow up with inquiries by phone and email for event venue rentals. Tasks include but are not limited to designing materials, registration reporting, and researching vendors.

**Applicants should send the following to Bianca Roa at [bianca@communitysailingcenter.org](mailto:bianca@communitysailingcenter.org)**

- Resume
- Cover Letter
- References (2)