



## community sailing center

lake champlain : burlington vermont

### Marketing & Events Intern Job Description

#### Overview

The Lake Champlain Community Sailing Center (CSC) is seeking an undergraduate, 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 September

**Pay:** \$17/hour

**Hours:** 18-25 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.
- Experience working with Canva is a must.
- 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 Emily Ridgeway at [emily@communitysailingcenter.org](mailto:emily@communitysailingcenter.org)

- Resume
- Cover Letter
- References (2)