



Minnesota Environmental Fund

EarthMonth and Marketing Internship – Position Announcement

2/2/2017

The Minnesota Environmental Fund engages individuals and workplaces to support leading nonprofit organizations that protect, conserve and restore Minnesota's environment. Protecting clean drinking water and clean air, conserving natural lands, offering youth access to the outdoors and environmental jobs, supporting renewable energy, and growing healthy food: these are just a few benefits of giving to and volunteering with the Minnesota Environmental Fund. Learn more at www.Mnenvirofund.org

Position Overview: The EarthMonth and Marketing Intern, a part-time position, will be responsible for helping launch an EarthMonth doing/learning/giving campaign; leading overall marketing and communications planning and activities; and supporting program management, evaluation and administrative activities. The intern will work closely with staff and over 20 member organizations.

The ideal candidate is an exceptional writer, editor, and communicator who loves both communications and program evaluation; enjoys collaboration; and wants to improve Minnesota's environment. This position will provide great experience with hands-on marketing leadership and nonprofit evaluation – perfect for a graduate student or graduate.

Responsibilities:

- EarthMonth Launch:
 - Promote activities with workplaces and place-based employee and donor audiences
 - Communications plan, calendar, analytics, media kit for members
 - Manage events, including member recruitment and fundraising
 - Promote and evaluate to inform recommendations for future special campaigns
 - Social Media - Post photos real-time, afterwards
 - Testimonials – post on web site
 - Media – Business, CSR, Environment
- Marketing and Communications Management:
 - Developing a Marketing and Communications Plan with staff, member and board participation
 - Implementing the plan, including coordinating with staff and contractor(s), and gathering key information from and training member groups
 - Administering online presence, including web site and calendar, and ensuring social media is effective
 - Developing workplace campaign and other materials
 - Leading or participating in task forces and committees as assigned
 - Evaluating results and recommending improvements and resources
- Program Planning and Evaluation: Workplace Giving and Volunteering, Member Engagement
 - Contributing to annual planning (April – June)
 - Developing and implementing evaluation strategies
 - Assisting with developing a workplace campaign plan for August – December giving campaigns
 - Assisting with engaging members with quarterly forums, surveys, and evaluations
- Administrative Support:
 - Assisting Executive and Associate directors with office administration and tracking member participation

REQUIRED EXPERIENCE

- Bachelor's degree and at least one year of communications, public relations, marketing, or related experience
- Experience with program planning and evaluation
- Passionate and talented writer, editor, and verbal communicator
- Demonstrated skills and experience managing social media in a professional context
- Strong organizational and time management skills, with the ability to juggle multiple projects at one time
- Proficient with Microsoft Office software

PREFERRED EXPERIENCE

- Experience in blog and website management using WordPress; working knowledge of HTML is a plus.
- Experience or familiarity with constituent relationship management (CRM) and email marketing software. Minnesota Environmental Fund currently uses Salesforce and Constant Contact.
- Working knowledge and experience with the Adobe Creative Suite including InDesign, Illustrator, and Photoshop.

Internship Details:

- Time: 8 - 10 months, **starting Feb. 21**; specific hours are flexible to accommodate individual's schedule. Estimated 20 hours a week for ten months.
- Compensation: Hourly wage of \$15 per hour with no benefits.
- Location: Flexible for some of the hours; St. Paul office by Hamline Station on Green Line LRT (Midway between downtown Minneapolis and downtown St. Paul).
- Equipment: Laptop available.

TO APPLY

Please submit your cover letter, resume, and three writing samples **by February 10, 2017** to:

Cordelia Pierson

Executive Director

cperson@mnenvirofund.org

References will be requested for finalists. Applications will be reviewed on a rolling basis starting on Monday, February 6, 2017, and the position will be open until filled.