



2023 Marketing & Communications Internship

Waterfront Botanical Gardens
P.O. Box 5056
Louisville, KY 40206

Location: Waterfront Botanical Gardens (1435 Frankfort Ave. Louisville, KY)

Duration: May 15 - August 4, 2023 (Flexible)

Stipend: \$16/hr (15 hours per week)

Reports to: Director of Marketing & Communications, Marketing & Media Manager

Studies have shown that women and people of color are less likely to apply for jobs/internships unless they believe they can perform every job description task. We are most interested in finding the best candidate and that candidate may come from a less traditional background. WBG may consider an equivalent combination of knowledge, skills, education, and experience to meet minimum qualifications. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role.

Internship Overview:

This 12-week internship supports all aspects of marketing and communications at Waterfront Botanical Gardens (WBG). The ideal candidate will be a creative, dynamic, self-starter who understands the role marketing plays in the overall success of an organization. This internship is an excellent opportunity to experience various aspects of marketing while working for a small non-profit organization building a 23-acre botanical garden for this region. As a marketing and communications intern, you will gain exposure to the following:

- Career pathways in marketing and communications
- Facilitating and implementing an organization's marketing structure
- Professional communication
- Time and project management
- Teamwork and collaboration
- General office experience

Duties & Responsibilities:

- Assist with managing social media calendar and content
- Assist with content for bi-weekly e-Newsletter, and weekly volunteer e-Newsletter
- Assist with the content and design of print collateral including brochures, newsletters, special event invitations, and other marketing materials
- Assist with reviewing and updating the WBG website as needed

- Attend bi-weekly marketing + ad agency meeting
- Assist with special events for donors and the community
- Ensure event information is posted in the community, on social media, and online event calendars
- Attends WBG programs to capture photo and video assets for digital and print use
- Captures photos and video of the Gardens for digital and print use
- Assisting with miscellaneous tasks as assigned by supervisor(s)

Preferred Education & Experience:

- Pursuing a degree or career in a relevant field
- Possess good judgment and strong work ethic
- Possess strong leadership skills
- Proficiency with Microsoft Office Products (Word, Excel, Powerpoint), G Suite, Canva, MailChimp, Adobe Products (Photoshop/Illustrator, Lightroom, Premiere)
- Ability to handle multiple tasks, deadlines, and priorities
- Willingness to learn
- Possess excellent written and oral communication skills
- Valid driver's license and vehicle
- Personal laptop computer (Apple preferred)

To Apply: Please send an email to dcherry@waterfrontgardens.org with resume, samples of your work (if applicable), and references.

Deadline for submission is Friday, April 7, 2023

Waterfront Botanical Gardens. (WBG) is committed to a policy of equal employment opportunity. The organization will not discriminate against employees or applicants for employment on any legally recognized basis including, but not limited to, veteran status, race, color, religion, sex, national origin, physical or mental disability, age, or any other protected group status as defined by law. Waterfront Botanical Gardens will also not discriminate against employees or applicants based on sexual orientation or gender identity.