

Vermont Adaptive Internship Program

Marketing/Communications Intern

Location: **Pico Mountain, Killington, VT with the ability to travel to other program locations**

Our team is looking for an enthusiastic student who is eager to learn more about various aspects of outreach, communications and marketing for a non-profit organization. This may include writing marketing materials, press releases, stories for the web, social media, and email marketing. An internship with Vermont Adaptive is a full time position. The marketing intern works under the supervision of the director of outreach and communications and the executive director. Interns must be available to work flexible hours including weekends, evenings and holidays.

Overview of Duties, Responsibilities, and Requirements

- Assist the director of outreach and communications and executive director with overall marketing and communications initiatives for Vermont Adaptive
- Learn about Social Media and managing social media efforts (Facebook, Twitter, YouTube, Instagram)
 - Research organizations who might “friend” Vermont Adaptive on various platforms
 - Writing and posting messages, uploading photos and video
- Develop marketing materials
- Write press releases and produce powerful E-newsletters
- Write and edit content and uploading photos/videos for Vermont Adaptive website
- Work with internal and external constituents to develop activities which support Vermont Adaptive’s mission
- Learn how to pitch the media and understand the importance of maintaining an up-to-date media contact list
- Research new media opportunities (web portals, radio PSAs, calendar listings)
- Write powerful stories for use in newsletters, media releases, e-blasts, and fundraising campaigns
- Help with special events throughout the state
- Assist in other marketing, communications and outreach projects as needed

Minimum Qualifications:

- All interns must be at least 18 years of age; should be a third year college student or equivalent with the intention of pursuing a career in communications and marketing in the outdoor industry.
- Excellent interpersonal, communication and writing skills.
- Outstanding organizational and follow-through skills. Strict attention to detail is a must; ability to multi-talk is essential.
- Experience in Microsoft Office, Word, PowerPoint, Excel.
- Must have access to use of a laptop and smartphone.
- Prior experience with Social Media very helpful.
- Clean driving record and reliable transportation.
- Intermediate or advanced skier or snowboarder.
- All interns must have a strong work ethic, flexibility, a love for the outdoors, an open mind and a love for working with people.
- Start and end dates vary by individual student and academic requirements.

Benefits

- Paid Stipend
- Access to professional training opportunities
- No Housing provided

To Apply

- Send Resume, Cover Letter, copies of certifications, statement of outdoor experience and a list of at least three references to:
 - Kim Jackson, director of outreach and communications, pr@vermontadaptive.org