



## **Marketing & Development Spring Internship** **January 19<sup>th</sup>, 2024 – May 31<sup>st</sup>, 2024**

**Reports to:** Marketing & Development Manager and Donor Development Manager

**Job Status:** Intern

**Compensation:** \$2,050 stipend

**Location:** Boulder, CO

Check out our [Internship Digital Booklet!](#)

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Growing Gardens' mission is to cultivate community through sustainable urban agriculture. Our programs empower people of all ages, income levels, and abilities by connecting them with their local food system, each other, and the environment.

Our organization values the diverse skills and individuals that come together to create a thriving community and workplace. We are committed to the work we do, and bring our best selves each day, but we don't take ourselves too seriously, have fun, and enjoy the process of doing good in our community. We take care of each other and put people at the center of everything we do.

The Marketing, Development, and Events Intern is a community ambassador for the organization through social media content curation, assisting with marketing campaigns, special events, and community outreach. This intern will gain insight into managing marketing activities across mediums for various programs and events and is relative for non-profit, social enterprise, and for-profit careers. This internship is fast-paced and requires hard work, focus, creativity, and care.

### **Marketing & Development Internship Duties**

#### **Marketing and Social Media:**

- Manage Growing Gardens' social media presence by developing brand awareness, curating content, and tracking analytics across Facebook, Instagram, and Twitter
- Learn to draft and edit Growing Gardens' marketing materials including e-newsletters, flyers, and press releases
- Track Google Analytics and how we can better improve our website
- Assist with updating website pages and e-calendars on a regular basis
- Conduct market research and propose strategies on how we can further connect our programs and opportunities to our community

- Candidates with Adobe experience: this is an excellent opportunity to develop your portfolio by creating everything from apparel designs to print/digital marketing material and content for various campaigns and events

#### **Event Planning and Outreach:**

- Become an ambassador for Growing Gardens and engage with the community during outreach events and/or community classes (some weekend work may be required, balancing to 24 hrs./week)
- Prepare, maintain, and improve Growing Gardens outreach materials
- Assist with marketing, signage, and day-of-event support for multi-weekend, annual Spring Plant Sale event
- Assist with community class setup, instructor assistant for at least one community class, photographing classes, and administer follow-up class surveys

#### **Fundraising and Development:**

- Assist with donor cultivation and donor-focused events
- Assist with outreach and cultivation of auction items for our Annual Farm Gala

#### **Knowledge and Skills the Intern May Acquire:**

- Gain an understanding of and experience the many roles within a marketing department
- Learn to manage social media business pages
- Collect, track, and analyze high-level marketing data
- Edit and create digital and print advertisements
- Network with press, agriculture, and natural foods industries
- Donor outreach, volunteer coordination, and professional communication skills
- Gain skills and understanding of sustainable urban agriculture
- The ability to work in a dynamic team environment

#### **Structure of Internship**

- Internship duration is January 19, 2023 – May 31, 2023
- Total stipend amount is \$2,050, half paid in March, the other half paid at the end of the internship.
- Intern position is 24 hours per week. \*Note: hours may vary between weeks; however the average number of hours per week will be 24 hours. Hours primarily take place during the week, however there is some required evening/weekend work
- Intern will attend an internship orientation meeting
- Intern will be working closely with a mentor from GG staff who will oversee all daily activities; an intern supervisor is available upon request for meetings and provides general oversight of Growing Gardens' internship program
- Interns will have the opportunity to meet with Growing Gardens staff to learn about various roles within the organization

- Learning Objectives Contract – Developed within the first month of internship. This includes: position description, educational objectives, learning activities, and skill development
- Evaluation – A midpoint evaluation and end of internship evaluation will include intern self-evaluation, supervisor, and mentor evaluation

### **Benefits of Interning with Growing Gardens**

- Experience working on a diversified vegetable farm
- Hands-on experience making a positive impact in the lives of children, teens, and adults
- Community connections and networking within the burgeoning local food movement
- Friendly, relaxed work environment
- Develop marketable leadership and management skills
- Opportunity to participate in various gardening classes
- All Growing Gardens internships qualify for University credit if desired by the intern
- Office is centrally located and easily accessed via public transportation
- Access to a wide variety of discounted organic seeds and plant starts including 50% off at our Plant Sale

### **A note about working here in the time of Covid-19:**

Like everyone around the globe our operations have been challenged by this pandemic. Our work has had to shift at a moments' notice based on Public Health guidelines and changing priorities for the organization. We ask that interns are understanding of changing schedules and planned work as is necessary.

In order to keep our small and mighty team healthy through the season we are requiring that everyone participating in our internship program be fully vaccinated against Covid-19. At this time, that means they will have received the primary vaccination and a booster vaccination. Further details on this can be found on the [CDC website](https://www.cdc.gov). \*If you need an exception to this requirement, please speak with the hiring manager.

### **Qualifications**

We are looking for a friendly, outgoing, detail-oriented person with good communication skills and experience in Excel, Word, and the Google platform, on social media (Facebook, Twitter, Instagram), and experience with Adobe Photoshop/Illustrator is a plus! We have a fun, driven team that enjoys making a positive difference in our community. This experience is a great opportunity for someone interested in a job in social enterprise or non-profit marketing, development, event management, sustainable food systems, or community organizing.

*Growing Gardens prohibits and will not tolerate discrimination or harassment and will take affirmative measures to ensure against them, especially if they are carried out on the basis of race, color, religion, sex, age, marital status, national origin, disability, status as a veteran or disabled veteran, neurodiversity, personal appearance, sexual orientation, gender identity or expression, family responsibilities, genetic information, matriculation or political affiliation. This policy applies to all employees or potential employees, volunteers, participants, members of the Growing Gardens Board of Directors, people who serve on Growing Gardens' committees, and anyone attending Growing Gardens' events. This policy extends to all aspects of employment at*

*Growing Gardens, including hiring, transfer, promotion, training, working conditions, policies, compensation, evaluation, discipline, and termination.*

**To apply:**

**Applications due by December 21<sup>st</sup> 2023, but the position will remain open until filled.** Send a cover letter and resume with two references to Carly at: [carly@growinggardens.org](mailto:carly@growinggardens.org) with your name and “Spring Marketing and Development Intern Application” in the subject line.