

Job Title: Marketing & Public Relations Intern
Williston Parks & Recreation District
Salary Range: \$10-\$15/hr + other earning opportunities @ WPRD
Supervisor: Marketing and Public Relations Specialist



As the Marketing & Public Relations Intern, you will work directly with the Marketing and Public Relations Specialist in all stages of marketing & public relations efforts through creative ideas and innovative strategies. Your insightful contribution will help develop, expand, and maintain our marketing channels and overall brand recognition.

This paid summer internship will help you acquire marketing and public relations skills and provide you with real-world knowledge and experiences. By the end of the summer, you will gain a broad experience in communication and media, as well as community relationships, which will help prepare you for any future career you pursue – while having fun!

Responsibilities

- Uphold the Williston Parks and Recreation District's brand, identity, and social media presence.
- Work with the Marketing and Public Relations Specialist on visually appealing marketing materials such as social media graphics, posters/flyers, digital signs, videos, and website banners.
- Update and monitor content on the Williston Parks and Recreation District's website.
- Work on marketing and public relations efforts through email marketing, press releases creation, outside advertising opportunities, tradeshow, event marketing, etc.
- Photograph special events, adult and youth recreation/fitness programs, community parks and the municipal golf course, to utilize for various marketing efforts.
- Assist with tracking and reports of marketing metrics, memberships numbers/trends and evaluating effectiveness of current marketing strategies.
- Assist with set-up and tear-down of various events and programs as needed.
- Create content for and assist with running the videoboard for baseball games and tournaments.
- Support Marketing and Public Relations with various daily tasks as needed.

Internship Project

- Collaborate with the Marketing and Public Relations Specialist to oversee a large-scale PR event.
- Overseeing a large-scale PR event, interns will be managing the budget and creating marketing content.
- Collaborate with multiple user groups for the events success.
- Collaborates, communicates, and assists in scheduling use of all facilities and marketing for event.
- Assist with acquiring part time staff to help run the event/program.
- Collaborate with Marketing and Public Relations Director Specialist and other interns on project

The following statements are intended to describe the general nature and level of work to be performed by the individual within this classification. They are not to be considered an exhaustive or all-inclusive listing of the position's duties and tasks, as they may change or be adjusted, as situations require.

Skills/Requirements

- A college student pursuing a degree in advertising, marketing, communication, or a related major.
- Be passionate about making a difference in the community.
- Strong written and oral communication skills.
- Excellent organizational skills – ability to handle multiple projects, identify priorities, and meet deadlines.
- Possess eye for effective and creative graphic design and content creation.
- Knowledge and experience with Canva preferred.
- Limited experience with website builder preferred.
- Knowledge and experience with a variety of social media platforms.
- Motivated team player with capability to work independently, as well as in a collaborative environment.
- Limited knowledge of brand management, marketing, sales, social media management and strategy.
- Must be able to commit to the Williston Parks and Recreation District for the entire summer season.
- Must be available to work nights and weekends for events/programs and to capture photos.
- Must be comfortable working in an indoor office environment and outdoors for various events/programs.

To be considered for this internship, all candidates must complete a WPRD Application and provide a cover letter & resume.

The Williston Parks and Recreation District's Mission is to have superior parks, facilities, and programs for all to enjoy an active life!