



300 Osborne Street
St. Marys, GA 31558

Visit our website:
www.stmarysriverkeeper.org

Communications and Marketing Intern

Founded in 2016, St. Marys Riverkeeper is a 501(c)3 nonprofit with the mission to protect the St. Marys River now and for our future. As a border river, St. Marys Riverkeeper works in both Georgia and Florida, serving the four counties of the watershed.

Internship

10-15 hours a week (flexible)

Reports to: Executive Director

The Communications and Marketing Intern will play an integral role in the mission and messaging of various activities critical to St. Marys Riverkeeper. This role is self-motivated and provides individuals with experience in content creation, event promotion, tracking and analyzing social media data, and more. The term is Fall 2024 (September-December) with the possibility for extension.

RESPONSIBILITIES

- Work with the Executive Director to create and implement digital strategies that increase the public's awareness of St. Marys Riverkeeper, boost membership and engagement, promote programs and ways the community can help support our efforts.
- Assist the Executive Director with outreach and learning opportunities for sponsors, partners, volunteers, and schools.
- Contribute to the implementation of our communication plan which includes social media, press releases, newsletter print and digital tools, and special events promotion that expand on our mission statement
- Generate monthly reports regarding the effectiveness of the communication efforts.
- Help keep our newsletters (both electronic and printed) fresh and exciting with a focus on delivering effective messaging that increases email open rates and adjusting content based on viewer clicks.
- Drive community engagement through content creation, videos, ads, and live events.
- Work with Executive Director to promote and implement events.
- Contribute to the development of communication materials including brochures, press releases, end of year reports, etc.
- Other duties as assigned.

SKILLS, EXPERIENCE, QUALIFICATIONS

- Actively pursuing a Communications Degree, Marketing Degree, or related field
- Excellent writing and verbal communication skills
- Experience with social media
- Demonstrated experience with publication of digital videos for social media
- Knowledge of social marketing analytics and reporting techniques



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- Excellent organizational and editing skills
- Demonstrated proficiency with Microsoft Office and Google Suite.
- Independent worker who can meet deadlines and manage multiple projects at one time.
- Experience in Google Analytics, WordPress, Constant Contact, and Canva is a plus

This position is unpaid but is available for community service hours or required academic credit upon approval. 10-15 hours per week are flexible and require a combination of in-the-field and independent work.

To apply, send your resume to Emily Floore, Executive Director, emily@stmarysriverkeeper.org. Please include a short bio of yourself, a letter of support from a professor, what form of digital media you're most passionate about, and 2-3 ideas you would like to implement once you are on board.