



**Baltimore Woods  
Nature Center**  
*Nature in your hands*

## Marketing and Communications Internship Opportunities

**Position:** Unpaid Internship(s)

**Duration:** Flexible; we can design an internship to meet hourly, semester long, or summer requirements.

**General Description:** Baltimore Woods Nature Center is a private non-profit organization located in Marcellus, NY, that has been dedicated to the mission of connecting individuals and communities with nature for over 50 years. Located on 182 acres, the Baltimore Woods Preserve is home to the John A. Weeks Interpretive Center and includes six miles of trails that lead visitors through various stages of successional forest including a pond, valleys, wetlands, and streams. Each year, over 20,000 individuals visit Baltimore Woods Nature Center to hike our trails, attend a public program or event, or participate in a field trip or work project. In addition, our *Nature in the City* program is in the 18<sup>th</sup> year of bringing engaging natural science lessons to elementary schools across the Syracuse City School District, reaching over 10,000 students each school year.

Internship projects can include (but are not limited to):

- Taking photos for use in social media and marketing materials, including during programs.
- Developing short marketing videos that highlight our major programs.
- Drafting press releases to the media to promote upcoming programs and fundraising events.
- Social media posting and scheduling for our on-site programming.
- Developing ideas for strengthening our social media connections and content.
- Distribution of marketing materials in our local communities including Marcellus, Skaneateles, Camillus, and metro Syracuse.
- Digitizing/organizing media clippings and photo archives.
- Assist with collection and analysis of data to include surveys and marketing impact analysis.
- Contributing to the development of our newsletter, *The Overlook*, three times a year.
- Assisting with general administrative office tasks (i.e. bulk mailings, database cleaning)

**Internship Credits:** If interested in receiving college credit, it is up to you to make arrangements through appropriate college offices. Please submit the internship requirements for your school as soon as possible.

### **Internship Benefits:**

- Gain hands-on experience in marketing and communications for an environmental education organization!
- Learn what it's like to work at a non-profit organization and network with our partnering organizations.
- Participate in the development of marketing materials such as videos, photographs, flyers, social media posts, and press releases.
- Acquire real-world experience while balancing the challenges of communicating to multiple audiences across multiple platforms.
- Explore your career goals and put your skills to work!

Interns are required to have their own transportation to and from Baltimore Woods. Baltimore Woods Nature Center is open Monday-Friday from 9am-4pm and Saturdays from 10am-4pm.

**To apply,** please send a resume with references and a cover letter highlighting your project interests to Stacy Drake, Marketer, at [stacy@baltimorewoods.org](mailto:stacy@baltimorewoods.org).

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