



Marketing / Public Events Paid Internship www.butterflies.org

The mission of the Butterfly Pavilion is to foster an appreciation of butterflies and other invertebrates while educating the public about the need for conservation of threatened habitats in the tropics and around the world.

The Marketing / Public Events internship position at the Butterfly Pavilion is an excellent opportunity to develop leadership skills and explore passions in event planning, marketing, public relations, program development, fiscal management and fundraising. The Marketing / Public Events intern position is designed to give young professionals practical experience at a 501 (c) 3 nonprofit educational organization with support and guidance from a nonprofit marketing professional mentor.

Skill Building

- Further develop and enhance communication, presentation and group facilitation skills
- Further develop event planning and implementation skills
- Learn and enhance fundamentals of nonprofit fundraising and development
- Further develop and enhance marketing and public relations skills including press release writing
- Gain an understanding of budget formation and management

Specific Functions and Duties

- Assist with the development and implementation of marketing plan
- Participate in budget process for the marketing department
- Assist with the planning and implementation of public events
- Assist with sponsorships and partnerships for public events
- Conduct public relations efforts including writing press releases, working with the media and producing the Pavilion's member newsletter "Flutterings."
- Coordinate and man outreach fairs and mascot appearances on behalf of the Butterfly Pavilion
- Attend monthly All Staff meetings
- Coordinate and facilitate market research and analysis
- Submit Blog posts bimonthly
- Research and write Google analytics monthly reports
- Research and write zip code monthly report
- Coordinate all calendar requests and post events through online forums
- Process brochure and information requests
- Assist with social media efforts
- Assist with direct mail campaigns
- Other duties and responsibilities as assigned

Required Personal Skills

- Interested in diversity, education and cultural issues
- Strong interest and enthusiasm in promoting science education, habitat conservation and information about the invertebrate world
- Willingness to learn and interest in personal and professional growth
- Dependable and responsible
- Resourceful and innovative in approach to problem solving
- Team player
- Takes initiative; is a self-starter
- Ability to communicate effectively with different audiences from staff to board members to visitors
- Strong organizational and multitasking skills

Position Requirements

- Current college students (Juniors or higher) or college graduates with degrees in Event Planning, Communications, Journalism, Marketing or Business
- Access to reliable transportation
- Ability to work evenings and weekends
- Ability to work minimum of 20 hours a week (with minimum of 4 hour shifts)

Application Process

- Letters of Interest and Resumes should be emailed to jdoane@butterflies.org attention Jenifer Doane, Marketing Director. No phone calls, no printed resumes.
- More information about the Butterfly Pavilion can be found at www.butterflies.org