

Social Enterprise Summer Internship

Program: Marketing & Communications

Intern with RI Land Trust Council



The Social Enterprise Summer Internship Program provides students the opportunity to intern with ventures creating social good. Students will engage in meaningful and impactful opportunities in the social enterprise sector. Students will be part of a cohort that will meet on a bi-weekly basis and participate in peer-learning workshops. The Summer Internship Program is a great opportunity for students to gain social enterprise exposure and experience. The workshops will enhance the internship experience and build essential professional skills.

Program structure

- Students will intern for 8-10 weeks with an approximate start date of June 12 for 10-20 hours a week. Scheduling of hours can be worked out between the student and the host venture. Students will have the opportunity to interview with the social ventures and matches will be made based on venture and student feedback.
- The cohort of interns will come together for five peer-learning meetings to enhance leadership and professional development skills
- Students will attend an orientation event prior to internship start date

To apply

Students attending a Rhode Island college or university may apply by emailing a resume and cover letter to talent@segreenhouse.org. Rhode Island Land Trust is only one of the available opportunities part of this program. **[To view the listing of all internship opportunities part of the Social Enterprise Summer Internship Program click here.](#)**

Marketing & Communications Intern with RI Land Trust Council



About:

[The Rhode Island Land Trust Council](http://www.RILandTrusts.org) is a coalition of the state's land trusts – community-based organizations formed to protect land including open spaces, natural areas, scenic landscapes, farmlands, forests, that define the character of Rhode Island. Land trusts across the state are working to save the special places that they treasure in our communities to create a legacy for future generations. RI Land Trust Council has one staff person and nearly all of the state's 40+ land trusts are entirely volunteer organizations. See the Council's website for more information about our work: www.RILandTrusts.org.

Mission:

The Rhode Island Land Trust Council promotes land conservation in Rhode Island by supporting the missions and operations of land trusts, fostering collaboration and advocating for sound land conservation policy.

Description of Internship:

Land Trust Days Marketing & Communication Internship – offers a great opportunity to help develop and implement a marketing program designed to encourage Rhode Islanders to get outdoors ... to discover and enjoy the protected lands in communities around the state. The intern will work with the Council's Director, Land Trust Days volunteers and a marketing firm to promote *Land Trust Days*.

What are **Land Trust Days**? These are a series of activities organized by Land Trusts around the state during August and September including: guided trail walks, full moon walks, campfires with storytelling and other activities get people outdoors. RI Land Trust Council coordinates these activities and implements a marketing campaign to promote these activities.

The Intern's responsibilities will include working with the Council's Director and marketing consultants to develop and implement a communications and marketing program for Land Trust

Days including:

- Communicate with land trust leaders to gather information and stories about the Land Trust Days activities that they are planning.
- In collaboration with marketing consultants, develop a campaign of weekly messages for Facebook and other social media that promotes the Land Trust Day activities scheduled for each week.
- Help post Land Trust Days activities on the Council's website, Meetup Group, Facebook and other social media (Instagram and Twitter).
- Work with communications consultants to prepare and distribute press/media advisories and press/media releases and press/media kits for the Land Trust Days kick-off;
- Work with land trust leaders around the state to get Land Trust Day activities posted on newspapers' events calendars;
- Attend Land Trust Day activities and capture stories and photographs that can be posted on Facebook and other social media to create a buzz for Land Trust Days;
- Document and compile media coverage of Land Trust Days.

Qualifications

We are looking for a student who wants to be part of a small organization that is helping grass roots organizations protect the special open spaces in their communities across Rhode Island. In particular, we are looking for a self-motivated student who has good verbal and written communication skills and is eager to help boost our marketing and communications efforts as outlined above.

- Self-starter able to work independently and without a lot of direct supervision
- Strong writer and communicator who can write brief, concise statements that are clear, compelling and upbeat
- Experience using and knowledge of social media in a nonprofit or professional setting
- Strong telephone and email communication skills
- Professional demeanor and ease in presenting oneself on the phone and in person
- Journalistic and photographic experience and an eye for graphic design are a plus
- Must have a laptop computer. Helpful if you have a car for traveling periodically around the state.

Hours per week: 10-20 hours a week

Learning Objectives:

The intern will learn to develop and implement a communications and marketing plan,

Compensation: Unpaid, Mileage costs will be reimbursed, school credit