

**The Nature Center at Shaker Lakes
2600 S. Park Boulevard
Shaker Heights, OH 44120
216.321.5935**

Marketing and Technology Intern Job Description

Title: Marketing and Technology Intern

Department: Marketing and Development

Reports to: Director of Development

Overall Responsibilities:

- Assisting with overall Marketing of the Center as necessary. Specific focus will be on establishing and/or enhancing the Center's internet presence and electronic outreach through the organization's website and various social media outlets.

Specific Duties:

- Create, monitor and update Center's presence on social media outlets such as Facebook, YouTube, Google Grants and others.
- Create and execute email blasts to targeted constituencies.
- Update and monitor the Center's website as necessary.
- Research and implement new technological resources for more targeted, cost-effective marketing.
- Consult with Program, Development and Marketing professionals to meet Center's marketing needs.

Qualifications:

Ideal candidate will have:

- A thorough understanding of internet applications, web design, existing social media and emerging internet trends.
- A deep understanding of using marketing practices for outreach to different demographics.
- A keen interest in nature and environmental causes.
- Ability to collaborate and work well with others in a busy environment.
- A professional demeanor and positive attitude.

This position is an unpaid internship for 3 months at approximately 10-12 hours per week. Please email or send cover letter and resume to:

Beverly Peterson
Volunteer Coordinator
peterson@shakerlakes.org
Nature Center at Shaker Lakes
2600 South Park Blvd.
Shaker Heights, OH 44120