

2022/23 MARKETING INTERNSHIP – Wehr Nature Center

OPPORTUNITY PROVIDED: Gain valuable professional experience in multiple areas of non-profit communication while working within an innovative organization whose mission is to “To inspire current and future generations to explore and value the natural world.”

ABOUT OUR ORGANIZATION

Wehr Nature Center is Milwaukee County Park’s award-winning nature and environmental education facility. Located within beautiful Whitnall Park in Franklin, WI, Wehr’s 220-acre preserve attracts over 100,000 people a year. We believe that everyone has the right to access nature and are actively working to be the most accessible nature center in Wisconsin. Currently, Wehr features 3/4 mile of accessible boardwalk trail, an accessible water study pier and outdoor amphitheater, and recently became a host site for an all-terrain outdoor wheelchair through a partnership with Access Ability Wisconsin. We offer year-round programs and special events for folks of all ages, backgrounds, and abilities.

EMPLOYMENT PERIOD: September 12-December 16, 2022. Availability preferred for the following special events/fundraisers: September 18, October 2, October 8, October 15

LOCATION OF WORK: Hybrid work; some on-site work at Wehr Nature Center, 9701 W College Ave Franklin WI 53132 with the ability to telecommute

POSITION DESCRIPTION: We seek a communicator to help our organization craft stories in a variety of formats that promote our programs, events, and initiatives.

PRIMARY RESPONSIBILITIES

- Prepare draft social media posts to promote events and programs
- Be present at important events and programs and draft timely recap videos and social media posts about them that align with Wehr’s key storylines
- With guidance of staff and volunteers, create videos suitable for social media sites
- Assist staff in preparing content for e-blasts, fundraising campaigns, e-newsletters, and web pages

POSITION EXPECTATIONS

- An interest in the environment, sustainability, and nature education
- A desire to work towards breaking down barriers for people of all backgrounds and abilities to access the natural world
- Familiarity with Facebook, Instagram, TikTok, LinkedIn, Canva, Buffer, and Mailchimp
- A positive and open attitude and the desire to work with people of all ages, backgrounds and abilities

PREFERRED QUALIFICATIONS:

- Experience with Adobe video editing software preferred
- Ability to conceptualize, strategize, and produce innovative and creative content
- Working towards a degree in marketing, public relations, communications, or related field
- Proficient in Google workspace

For questions about position contact Carly Hintz at: carly.hintz@milwaukeecountywi.gov
Wehr Nature Center 9701 W. College Ave. Franklin WI 53132; www.friendsofwehr.org

HOURLY WAGE: \$13.00/hour