



## Marketing Internship

### Internship Summary

Do you want an internship that will immerse you into the everyday workings of a successful, land conservation non-profit? This 12-month experience with the Allegheny Land Trust (ALT) will put you in the front seat of making a difference in Pittsburgh's efforts to maintain its green space, and will teach you about land conservation, volunteers, land management, nonprofits and much more. With months to get to know our staff, our beautiful conservation areas and your responsibilities, you will have significant hands-on experiences and become a vital member of the ALT team.

The Marketing Intern will assist with concepting, testing, producing, measuring, and revising various marketing efforts of the land conservation nonprofit. The intern will primarily work from ALT's office in Sewickley and primarily work with ALT's Marketing Communications Director, though collaboration will occur with other departments and organizational partners. Below are the primary duties and responsibilities during the internship. Responsibilities grow as the internship progresses, and aim to match the credit/part-time/full-time schedule; some of these responsibilities carry over into next phases.

### Primary Duties and Responsibilities

#### PHASE 1

- Analyze analytics of current audience to more effectively reach supporters
- Analyze analytics to attract our target audience
- Seek, coordinate, and analyze outreach and brand-building events
- Assist in marketing material design, editing, and distribution

#### PHASE 2

- Assist in content posting on our website News & Events blog
- Analyze & identify most effective marketing outreach events
- Assist in acquisition efforts to attract new, potential audiences
- Make presentations and represent ALT at community events and public meetings with neighbors, local authorities, volunteers in support of promoting our conservation areas and other work



### PHASE 3

- Assist in year-end campaign effort (appeal letters, direct outreach, etc.)
- Assist with current conservation area project campaigns
- Assist in analyzing success of Communications Plan for calendar year

### Requirements and Basic Qualifications

- Must be available for entire 12-month period
- Preferred candidate will be pursuing a degree in marketing, communications, or a related field
- Excellent public speaking, communication, and organizational skills
- Ability to work independently for team-based projects
- Ability to lift and carry up to 30 pounds for marketing events
- Availability to work some evenings and weekends
- A valid driver's license and transportation (gas expenses are reimbursed at the federal per diem rate)

### ALT Background

Our mission is to serve as the lead land trust conserving and stewarding lands that support the scenic, recreational and environmental well-being of communities in Allegheny County and its environs. We help local people save local land for future generations. We do this to preserve quality drinking water, protect critical ecosystems, and wildlife habitat, and to provide passive recreational opportunities to enhance healthy lifestyles. ALT was established in 1993 and has protected over 2,000 acres in Allegheny and Washington counties. We have eight full-time staff, 12 part-time staff, and 16 Board members.

**Title:** Marketing Intern

**ALT Headquarters:** 416 Thorn St., Sewickley, PA 15143

**Hours:** This internship is 12 months in length with a blend of credit earnings, part time, and a full time, paid position.

September to December – 10-15 hours per week for credit and/or non-paid experience

January to May – 10-15 hours per week for credit and/or non-paid experience

June to August - 37.5 hours per week paid experience

**Supervisor:** Lindsay Dill, Marketing Communications Director

**To Apply:** Submit cover letter, resume and three references to Lindsay Dill, Marketing Communications Director at [ldill@alleghenylandtrust.org](mailto:ldill@alleghenylandtrust.org) with “Marketing Internship” in the subject line.

*ALT is an equal opportunity employer and follows affirmative action policy.*

