



Helping local people save local land

Communications > Marketing > Outreach Summer Associate Work Plan

An Allegheny Land Trust (ALT) Marketing and Outreach Associate would be responsible for organizing, facilitating and implementing a variety of small-to-large projects requiring different levels of interpersonal, organizational and leadership skills. Responsibilities will include, but may not be limited to, the following:

1. Recommend general and specific improvements to the ALT website including content, content placement, navigation, photo selection, interaction with end-user and use of video.
2. Work closely with ALT volunteer to make priority changes to the website.
3. Create a Request for Proposal (RFP) to identify qualified consultants to renew the ALT brand. The RFP could seek a consultant to refresh the ALT logo, redesign the website, integrate social media, increase use of interactive tools, better navigation on website, a new business suite, updated marketing materials, etc.
4. Provide daily updates to ALT's Facebook and Twitter accounts.
5. Explore and possibly create new ALT accounts for LinkedIn, YouTube, Google+ and other social media avenues.
6. Collect contact information of property owners adjacent to ALT properties. Basic contact information should be collected including names, address, telephone numbers and email addresses.
7. Clean-up and enhance email marketing database currently through MailChimp. This will include, but may not be limited to, cleaning up the current database with first and last names as well as expanding the list by including local, county, state and federal elected officials, municipal employees, partners, funders and other stakeholders.
8. Produce a monthly electronic newsletter to share upcoming events, pictures, milestones, etc.
9. Help to produce at least one article for each version of VISTAS newsletter.
10. Organize at least one event for ALT.
11. Enhance current media list to include print, TV and radio as well as local publications like the Richland Patch, The Daily News and The Sewickley Herald.

ALT is looking for a graduate level student studying communications, marketing, public relations, digital marketing or related field. This would be a summer internship opportunity between the months of May and August 2013. The physical work location could be flexible with a combination of on-site and off-site, depending on the needs and desires of the right graduate candidate. This may be for credit or non-credit and would be a paid summer position.

Interested and qualified individuals may contact Chris Beichner at 412.741.2750 x202 or cbeichner@alleghenylandtrust.org. Deadline to electronically submit a cover letter and resume is Friday, April 12, 2013 by 4:00 PM.