



## Public Relations, Marketing, and Communications Internship Spring, Summer, or Fall 2015

**Mountain Roots** is a local food systems non-profit organization seeking to increase, stabilize, and diversify public relations and marketing for the organization while preserving sustainability ethics. The internship provides emerging leaders with the opportunity to gain experience in many areas of marketing and communications with real-world applications. The intern will be exposed to a higher level of responsibility than at a typical organization, taking ownership of specific aspects of the project. **The intern can expect to:**

- Design and implement fresh ideas, directions, and venues to liven up current public relations, social media and communication efforts
- Launch the Mountain Roots weekly radio program
- Develop short film segments and launch as targeted outreach series
- Assist with creating and disseminating a variety of different public relations materials, such as stories for monthly e-newsletter, press releases, radio spotlights, direct communication with populations
- Assist with organizing and executing outreach events, such as tabling or manning a booth at festivals or community events, movie screenings, public forums, and larger scale fundraising events.
- Design and distribute posters, flyers, print materials promoting special events or campaigns
- Design, branding / logo, packaging, and marketing strategy for new start-up business
- Infuse current social media efforts with creative approaches. Maintain an active presence on Facebook and other social media to promote events, share information, and tell Mountain Roots' story.
- Website design (if skilled) and/or updating
- Assist with research, development, and documentation of Communications Procedures plan, which includes media and print outreach, social media, and in-person public outreach efforts. Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities.
- The development intern will be supervised by the director, who will help the intern prioritize tasks and focus on multiple projects and deadlines simultaneously.

### What We are Looking For:

- Pursuing an undergraduate degree in Management, Business Administration, Marketing & Communications, Environmental Studies, Economics, Entrepreneurship, Resort Management / Hospitality, Latin American Business
- Firm grasp of available tools and platforms in the social media space
- Excellent communication, writing, and interpersonal skills – must communicate in a professional manner with press and community contacts
- Strong work ethic and collaborative nature - sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- Self-motivated team player with the ability to meet deadlines, remain flexible, and adjust to changing priorities in a fast-paced environment.



- High energy, maturity, and leadership skills
- Research experience
- Understanding and support of Mountain Roots mission
- Strong skills in planning, organizing, seeing a project to completion, leadership, analyzing, and critical thinking
- Proficiency in Microsoft Office Suite , Adobe Creative Suite, graphic design, web design, film / video
- Flexible schedule, occasional evening meetings will be required

**Credit Hours:** Internship will fulfill 3 credit hours which requires a minimum of 112.5 hours of work. Internship will begin January 19, 2015 and run through May 9, 2015. The internship is unpaid and requires a minimum of 7 hours per week (flexible). Office space is provided. Some duties may be performed remotely, but weekly meeting with Mountain Roots staff will be required, occasionally evenings.

**Areas of Interest:**

Marketing	Environmental Sustainability	Management
Communications	Non-Profit Administration	Business Administration
Entrepreneurship	Research	Fundraising
Writing		

**Mountain Roots Mission:** Mountain Roots is a 501 (c) 3 charitable organization that cultivates a resilient food system in the Gunnison Valley by enhancing healthy connections between food, earth, and community. We foster knowledge, teach skills, and provide opportunities that ensure access to affordable, nutritious food that is regionally based and sustainably produced.

**Application Requirements:** Send letter of interest, resume, and contact information for two references to Holly Conn, Director at [info@mountainrootsfoodproject.org](mailto:info@mountainrootsfoodproject.org). Please use “ Marketing Internship Application” in your subject line and in the titles of your attachments.

**Application Deadline:** Applications will be accepted until position is filled. If seeking credit, students will be required to meet WSCU internship requirements in addition to submitting application to Mountain Roots Food Project. Please consult with your academic advisor with questions regarding credit.