



CAPE FEAR BOTANICAL GARDEN

Job Description: Marketing Intern

JOB DESCRIPTION:

This is a part-time marketing internship (unpaid)

We are looking for a successful and enthusiastic marketing intern to produce material from conception through completion while providing outstanding customer service and organizing memorable events that meet quality expectations.

JOB DUTIES

The job duties listed are typical examples of the work performed by positions in this job classification. Not all duties assigned to every position are included, nor is it expected that all positions will be assigned every duty. Please note this is an unpaid internship.

- Assist with all marketing and activities within the Marketing department
- Devise strategies to drive online traffic to the Garden website and Facebook page
- Help the Marketing Manager with creating content for website and social media
- Plan, create and manage the Garden blog
- Engage digital marketing concepts and strategy (SEO, Social media, Web analytics)
- Research market, identify event opportunities and generate interest
- Conducting online research for special projects
- Regularly observes the digital marketing practices of other organizations to help create best practices
- Day-to-day department operations

JOB QUALIFICATIONS

- Proven marketing experience is preferred but not required
- Availability to work nights, weekends, and holidays when needed
- Ability to manage multiple projects independently
- Must have a valid Driver's License
- Proficiency in Microsoft Office products
- Ability to work 20-25 hours per week
- Currently pursuing a degree in business, marketing, communications or a related field
- Excellent written and verbal communication skills
- A passion for staying up to date on current and emerging digital marketing trends

Cape Fear Botanical Garden does not discriminate against qualified individuals on the basis of their ability, age, color, creed, gender identity, genetic information, marital status, national origin, race, religion, sex, sexual orientation, or veteran status and abides by the Non-Discrimination Policy set in place by Cape Fear Botanical Garden.

Cape Fear Botanical Garden is a 501(c)(3) exempt nonprofit organization.