



Marketing and Communications Intern

This individual works under the leadership of the Marketing Coordinator. The goal of this position is to offer a learning experience for a college student enrolled in a degree program that will involve them in a wide range of activities involved with marketing a small nonprofit organization. The 2022 Summer Intern will work in the Suttons Bay, MI office as well as travel with the ships to write about ISEA partnerships, programs, and mission throughout the Great Lakes. A \$4,000 stipend and housing is available. ISEA can support students with earning college credit through their university.

Position needed: May-August 2022

Primary Activities:

Marketing and Communications 85%

- Assist with marketing efforts; long- and short-term
- Post on ISEA social media accounts
- Distribute rack cards
- Assist with planning and implementing public sail promotion
- Update community calendars with program information
- Develop/revise and implement off-site port marketing including press releases (potential multi-day travel)
- Develop various posters/flyers and other print material
- Collect pictures, videos, comments, and stories of program participants while under sail
- Additional marketing related activities as needed

Nonprofit Administration 10%

- Answer phones
- Assist with record-keeping systems
- Work with the public in the Education Center as needed
- Meet weekly with supervisor and communicate regularly throughout week

Fund Development 5%

- Assist development department with mailings
- Assist at donor, membership, and public events
- Develop and distribute marketing materials for fund development

Skills/Prerequisites:

- Excellent communication skills—written and verbal
- Strong organizational skills
- Experience working with computers and software
- Willingness to learn new software and programs as needed
- Ability to work well with youth and adults
- Strong team player
- Knowledge of Great Lakes-related science and environmental issues (preferred)
- Ability to work weekends and evenings as needed

Accepting applications until February 18, 2022 or until position is filled. Apply by email with resume and letter of interest: Lisa Sitkins, Marketing Coordinator | lisa@schoolship.org | (231) 271-3077