



Job Title: Marketing & Social Media Intern
Department: Marketing/Special Events

Reports To: Director of Marketing and Special Events
Status: Unpaid

Working for Friends of City Park is employment with a purpose. We are dedicated to maintaining and increasing the value and importance of New Orleans City Park as a place of natural beauty, culture, recreation, and education for the public. We are focused on strong work ethic, respect, and responsibility in the workplace with an emphasis on building relationships to positively impact our community.

ROLE DESCRIPTION

You will be a member of a small marketing team creating and implementing a distribution plan for traditional and digital content. Content will be used by FOCP to grow membership and increase special event attendance across social and other digital platforms like Facebook, Instagram, Twitter, YouTube, blogs and emails. You will receive one-on-one mentorship from our team. You will be assigned responsibilities based on your strengths to perform any of the following tasks:

- Content generation
- Graphic design
- Copywriting
- Content editing
- Market research
- Photography
- Photo editing
- Filming
- Responding to engagements on social media
- Direct mail
- Data entry

INTERNSHIP NOTES

- This position will be in-person with office time at City Park's Administration Building
- The team collaborates via Zoom, email, and G Suite
- This position is part-time (10-20 hours per week)
- The Intern has the ability to coordinate their own schedule
- Potential to earn course credit
- Occasional night and weekends are required

REQUIREMENTS

- Students currently pursuing a degree in Marketing, Business Administration, Public Relations, Graphic Design, Communication, or other relevant major
- An ambitious and creative professional
- Stellar interpersonal communication
- An eagerness to learn and a growth-mindset
- Passionate about all things social with strong familiarity of social media platforms including Instagram, Facebook, Twitter, and YouTube
- Solution-oriented approach to accomplishing work



MISSION ADVANCEMENT

- Demonstrates a desire to serve others and fulfill community needs.
- Provides leadership and support to fundraising activities and committees/boards as assigned.

COLLABORATION

- Cross-trained to support volunteer, program, membership, and merchandise departments.
- Works effectively with people of different backgrounds, abilities, opinions, and perceptions.
- Builds rapport and relates well to others.
- Listens for understanding and meaning; speaks and writes effectively.
- Takes initiative to assist in developing others.
- Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Participates in meetings.
- Balances team and individual responsibilities.
- Gives and welcomes feedback.
- Contributes to building a positive team spirit.
- Able to build morale and group commitments to goals and objectives.

OPERATIONAL EFFECTIVENESS

- Makes sound judgments, and transfers learning from one situation to another.
- Embraces new approaches and discovers ideas to create a better output.
- Establishes goals, clarifies tasks, plans work and actively participates in meetings.
- Follows policies and procedures and reports all irregularities immediately.
- Strives to meet or exceed goals and deliver high-value work.

PERSONAL GROWTH

- Pursues self-development that enhances job performance.
- Demonstrates an openness to change and seeks opportunities in the change process.
- Accurately assesses personal feelings, strengths, and limitations and how they impact relationships.
- Has the functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.
- Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.
- Takes responsibility for own actions; Keeps commitments; Completes tasks on time or notifies appropriate person with an alternate plan.

Friends of City Park is dedicated to the belief that all lives have equal value. We are committed to creating a workplace where employees thrive both personally and professionally. We also believe our employees should reflect the rich diversity of our community—in race, gender, age, cultures, and beliefs—and we support this diversity through all our employment practices.

PLEASE APPLY BY SENDING YOUR RESUME AND COVER LETTER TO ALOCKWOOD@FRIENDSOFCITYPARK.COM WITH THE SUBJECT LINE MARKETING AND SOCIAL MEDIA INTERN.