



Communications Intern

Compensation: Unpaid, College Credit available
Time commitment: 90 hours *minimum* (over one semester)
Reports to: Kayla Dansereau, Event & Communications Coordinator
12208 SE Evergreen Hwy, Vancouver, WA

About Columbia Springs:

Columbia Springs, a 501 (c) (3) non-profit, is a 100-acre natural area, educational center, and historic fish hatchery in the heart of Vancouver. Our goal is to use educational experiences to foster a greater awareness of the natural world, inspiring stewardship. We host field trips for over 6,000 school children each year, offer sustainable living workshops, guided walks, festivals, and more for all-ages to enjoy.

Columbia Springs was created in the late 1990s by local leaders and educators to preserve the historic Vancouver Trout Hatchery and surrounding natural areas from developers so that future generations could enjoy this scenic natural space and learn about the watershed it protects. Columbia Springs was granted nonprofit status in 2001. It is the site of the WPA-built Vancouver Trout Hatchery, which has been operated continually by the Washington Department of Fish & Wildlife since 1938. Columbia Springs works in partnership with WDFW to maintain and improve the site.

In the nearly 20 years Columbia Springs has been in operation, it has reached well over 100,000 guests, and taught a generation of Clark County residents about watersheds, human impact, restoration, and stewardship. The Columbia Springs community continues to grow each year as it reaches a wider audience and educates them about the critical importance of a healthy environment.

About the Position:

The Communications Internship is designed to provide experience and skill-building in the field of website upkeep, social media marketing and event promotion. Columbia Springs hosts six different programs: Onsite Education, Salmon in the Classroom, Repair Clark County, Volunteering, Events, and Development. You will work collaboratively with the Event & Communications Coordinator and program leads to promote program achievements, giving opportunities and events.

The intern will learn about our programs, our brand guidelines and our publication style. They will have the opportunity to attend staff meetings to hear directly from program coordinators, attend events and Guided Walks to learn about Columbia Springs, and to take photographs and videos of activities happening around the site. After a few weeks, they will have the opportunity to take on different projects such as posting on our blog, performing website maintenance, and creating social media posts. The intern will analyze different posts on social media to determine what is the most successful. The intern is expected to watch webinars and read articles to help determine best practices and apply them throughout the course of the internship. Columbia Springs encourages interns to shadow field trips, attend a service or Repair Clark County event, etc. to help learn about the programs we offer. Interns that are interested in interviewing or shadowing staff members can work with their supervisor to arrange a time to do so.

Interns also have the opportunity to complete an independent project during the internship. Projects may include: creating a new webpage on the history of Columbia Springs, designing inserts about different programs for brochures or handouts, translating marketing materials, or another project determined by the intern and Event & Communications Coordinator.

Responsibilities and Duties:

- Be a positive and supportive team member when working with all staff and volunteers
- Learn about Columbia Springs and all of the programs we offer
- Perform duties such as posting to social media, updating the website, and posting on the blog
- Assist in creating social media posting schedules and coming up with post ideas
- Receive and apply feedback regarding writing and posting style
- Ensure all marketing is consistent with the brand guidelines
- Complete an independent project in support of the communications program
- Collaborate with staff, volunteers, and community partners to accomplish projects
- Other duties as assigned

Qualifications:

- Ability to work with and communicate to a variety of people
- Knowledge of basic marketing principles and above average writing skills
- Ability to learn computer programs including WIX (website platform) and Little Green Light (online database system)
- Basic knowledge of the Adobe Creative Suite preferred
- Physical demands of the job include, and are not limited to, the ability to walk off trail, sit or stand for extended periods of time, full ability of hands and feet, regularly lift and/or move 40lbs
- Knowledge or interest in the environment, education and stewardship
- Must be able to secure transportation to our site (no bus line nearby) and have a flexible schedule

Rewards:

- Possible college credit
- Evaluation of work, both mid semester and at the end of internship
- Valuable work experience in marketing and communication, computer programs, and professionalism in a work environment
- Ability to attend workshops, tours, and events at Columbia Springs

To Apply:

- Send a resume and cover letter to Kayla Dansereau at events@columbiasprings.org
- Position open until filled