

Pittsburgh Parks Conservancy Communications Intern

Parks Conservancy Mission Statement:

Improving quality of life for the people of Pittsburgh by restoring the park system to excellence in partnership with government and the community. Projects and programs are conducted with respect for the environment, historic design, and the needs of our diverse region.

Position Summary:

The Communications Intern supports a wide range of communications disciplines at the Pittsburgh Parks Conservancy (PPC), including social media, website content, event promotion, and blog development. This individual works closely with the Communications Strategist developing content for inclusion across multiple organizational and marketing communications platforms and assets for internal and external audiences.

The ideal candidate loves parks, uses Pittsburgh's public parks, and is able to proactively and effectively communicate that personal interest and appreciation in communications.

Responsibilities for Communications Intern

- Work alongside the team to create monthly social media content for popular social media platforms such as Twitter, Instagram, Facebook, and TikTok
- Assist in the growth of the brand by raising awareness through various social media platforms
- Monitor postings to ensure brand message is constant from the terminology used to images posted
- Assist in implementing plans to increase followers on popular social media platforms such as Twitter, Instagram, Facebook, and TikTok
- Help create content original content for social media, email, website, and print materials
- Assist in the creation and promotion of programming and event registration forms
- Provide competitive research and analysis support
- Ability to work with various databases. Photo database organization and maintenance
- Collaborate with staff and various departments on new ideas, directions, and tools for marketing and communications
- Assist with special event planning for the Parks Conservancy's 25th year, audience development initiatives

Qualifications for Communications Intern

- Currently enrolled in a college or university with a focus on marketing, journalism, public relations or related field, or is not enrolled in a college or university, but has an interest in the field
- Familiar with multi-social posting through Hootsuite
- Comfortable with working with Microsoft Office and Adobe Suites
- Commitment to working 5 – 10 hours per week
- Ability to work independently and remotely
- Interest in local parks, environment, and natural history
- Excellent communication skills