Title: Marketing & Communications Intern  
Reports to: Communication & Engagement Director  
Hours: 20 hours/week, flexible hours, occasional evening and weekend work required.  
Work may be remote, but some work on location is required for weekend events.  
Pay Rate: $20/hour  

The Trail Conservancy (TTC) exists with the mission to protect, enhance, and connect the beloved Ann and Roy Butler Hike-and-Bike Trail at Lady Bird Lake for the benefit of all. As the primary steward for the 10-mile Trail, we are responsible for maintaining, funding, and programming the almost 200 acres of parkland known as the Town Lake Metropolitan Park.

The Trail Conservancy is hiring an intern to add to our growing Marketing & Communications team! Our Marketing & Communication Team manages all outward-facing communication and marketing efforts - including programming, events, website, social media, community engagement, and public relations, while also supporting all of TTC’s departments and projects (Capital Projects, Development, and Eco/Operations). We seek a highly motivated, creative individual interested in collaborating to build community around the Trail. The Marketing Intern will work closely with the Communications team and the full staff to help implement the organization’s projects and programming initiatives.

Diversity, Equity, and Inclusion are essential values of The Trail Conservancy, and we encourage individuals of diverse backgrounds to apply.

Responsibilities:

- Support with communication efforts for the organization, including but not limited to:
  - Content creation (and copy editing) for website and monthly newsletters around various projects, programs, and initiatives
  - Creative design input for printed collateral
  - Social media assistance and implementation
  - Launch of our Trailheads marketing campaign
- Planning and event day execution support for events and on-Trail programming activities, including but not limited to:
  - On-Trail programming, including small-scale pop-up events (Music on the Trail, Flow & Thrive, Trail Trick or Treating, Santa on the Trail, and others)
  - Twilight on the Trail – our annual fundraising gala (November 5)
  - Public Art Symposium (November 16)
  - Membership and donor receptions
- Assisting with the launch of our Arts + Culture 2024 plan, including but not limited to managing Artist Call Requests for Proposals
- Assisting with volunteer management and coordination
Experience & Qualifications:
- Pursuing a bachelor’s or master’s degree in marketing, public relations, advertising, public affairs, business administration, or a related field
- Strong communication skills – both verbal and written – with the ability to communicate professionally with staff, donors, partners, and volunteers
- Detail-oriented with a high standard for quality of work
- Creative, collaborative, and flexible
- Ability to work both independently as well as in a team environment – prioritizing tasks and managing time effectively to meet deadlines
- Mission-driven, with the ability to work on a small non-profit team and step in to assist with various needs of the organization

Preferred List Includes:
- Experience in marketing, communication, or related field
- Experience with marketing campaigns
- Non-profit experience (paid or volunteer)
- Positive and eager attitude

Application process
- Applications should be sent to resumes@thetrailconservancy.org
- Include a cover letter, resume, and 1-2 writing samples (blog posts, essays, etc.)
- Start date: August 2023