
Esplanade Association

Job Title: Programs & Marketing Intern
Position Status: Full Time, seasonal (37.5 hours a week, June to September)
Reports to: Director of Programs & Outreach

Position Description:

The Esplanade Association is seeking a **Programs & Marketing Intern** to help coordinate a wide range of free educational, recreational, and cultural programs for the community. This individual will be expected to staff two evening fitness classes a week throughout the season as well as some other evening/weekend events.

About the Esplanade Association (www.esplanade.org):

The Esplanade Association (EA) is an 18-year-old non-profit dedicated to revitalizing, enhancing, programming, and maintaining the historic Charles River Esplanade in downtown Boston. The Esplanade is a 64-acre park revered for its natural beauty, riverfront access, miles of populated running trails, and thoughtful programming. Last year, the Esplanade Association launched a Tree Care Management and Succession Plan, helped bring a beer garden to the park, produced dozens of high quality events, and much more. It's an exciting time to join a growing team at a small, visible, and successful non-profit!

Responsibilities:

Programs:

Programs + Events—

- Work with **Volunteer & Programs Manager** to supervise activities for groups of children attending summer camp ages 5-17 on six Wednesday mornings in the summer
- Set-up, staff, and clean-up for programs in the park (e.g. assure signage and equipment are in place, manage sign-in sheets and waivers, make general announcements as needed, etc.)
- Serve as a polite, welcoming, friendly, and helpful representative of EA while staffing events in the park
- Set-up, staff, and clean-up for assorted fundraising events, in collaboration with fellow Development and Programs staff, including the Summer Dock Party on July 18
- Maintain Master List of registration for fitness classes, tracking registrant data for further analysis
- Draft program follow-up materials, including preparation of 'thank you' letters to community partners, program reports, etc.

Marketing—

- Post programs & events to print and online community calendars
- Create Facebook event pages for programs and events
- Manage Google Calendar of programs & events
- Create event pages for programs and events
- Draft content for the e-newsletter, blog, and website for review by the **Director of Programs & Outreach**
- Generate content, take photos, and review and organize Volunteer Photographer-generated photos
- Stream live video of Esplanade events on social media channels

- Help manage social media channels through: tracking relevant park hashtags and geotags; scheduling posts; and drafting posts for review by the **Director of Programs & Outreach**

Partnerships—

- Create database of community organizations and school groups for future events, programs, and partnerships
- Lead targeted community outreach and flyering for programming and events
- Brainstorm methods for the EA and the park to better reflect Boston community composition in terms of visitors, our organization, and our offerings

Other—

- Perform other duties as directed or as needed.

Qualifications:

- Proficiency in word processing, email, and internet research
- Good writing skills
- Experience working with children is strongly preferred
- Familiarity with cultural and recreational programs and events, including health and fitness, music, and youth is preferred
- Customer Service Mentality
- Comfortable working in a team-oriented environment
- Comfortable delivering information to large groups and public speaking
- Positive attitude
- Friendly, knowledgeable, and thorough
- Environmentally conscious
- Poised under pressure
- Passion for parks, recreation, and open space a plus!

Logistics:

- Work hours will be determined in coordination with candidate and will require a commitment to staff two evening fitness classes a week throughout the season as well as some other evening/weekend events
- Subject to Criminal Offender Record Information (C.O.R.I) check
- Willingness to work in both an indoor and outdoor setting
- Will need to bend, stoop, reach, carry, climb, and lift as necessary to perform assigned duties

Application Process:

- Please email cover letter, resume, and 3 references to: jobs@esplanadeassociation.org with job title in the subject line.
- Cover letter should include the answer to this question: “What is one of your favorite public spaces and why?”
- Each file name should include applicant’s last name.
- No phone calls, please.

The Esplanade Association is an Equal Opportunity Employer. The Esplanade Association does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit, and nonprofit need.