

Rose Kennedy Greenway Conservancy

Title: Communications Intern

Reports to: Marketing & Community Affairs Manager

Department: Outreach

Type of position: Full-time, non-exempt, Summer 2021

The Greenway is the contemporary public park in the heart of Boston. The Greenway Conservancy is the non-profit responsible for the management and care of The Greenway.

The Conservancy is seeking a highly motivated individual for a Communications internship position. This is an opportunity to join a young, dynamic organization and work to improve a premier public space in the heart of Boston.

The Communications intern will help the Conservancy connect with the diverse audience of visitors that come to The Greenway. The intern will promote Greenway offerings and build support for the Conservancy through creation and distribution of written and visual content, maintaining brand consistency throughout scope of work. Independent projects may vary based on interests and experience of candidates.

This is a full-time, non-permanent intern position from approximately mid-June to the end of August. The work schedule is typically Monday through Friday, though may include some weekends and evenings scheduled with notice.

Responsibilities

Digital Marketing

- Generate compelling and timely content for our blog, website, social media (Facebook, Twitter, Instagram, LinkedIn), and weekly e-newsletter.
- Pre-schedule recurring content on owned social media and assist in keeping Conservancy website updated and responsive.
- Disseminate Conservancy initiatives across online platforms and calendars.
- Assist with drafting press releases, media advisories, and content to announce Conservancy initiatives and events.
- Research and pursue increased brand awareness across Conservancy and Greenway platforms and initiatives.
- Provide assistance with digital asset management by maintaining Conservancy photo library, signage templates, etc.

Community Affairs

- Support all Departments in outreach efforts, including messaging and storytelling for Park Operations, Horticulture, Development, and Programs.
- Research avenues to increase community engagement/park visitation and diversify audiences
- Provide assistance with organization and growth of contact lists (media/government/community groups/etc.)
- Opportunity to attend community meetings/government hearings.

Skills and qualifications

- Entry-level position for a person 18 years or older.
- Demonstrated experience and skill with
 - Written communications and social media;
 - Cross-cultural sensitivity;
 - Multitasking and attention to detail;
 - Creative problem-solving.
- A plus but not required
 - Existing knowledge of Boston/Commonwealth neighborhoods;
 - Graphic design proficiency, including familiarity with Adobe Creative Suite programs (Illustrator, InDesign, Photoshop, etc.);
 - Written/spoken Chinese language proficiency;
 - Knowledge of The Greenway, open space issues, and/or non-profits.

Logistics

- The position duration is ~10 weeks, beginning in May or June 2021.
- Hours are generally Monday through Friday, but occasional evening and weekend hours will be required (with advanced notice).
- Due to the COVID-19 pandemic and current workplace guidelines, the Conservancy staff in this Department are currently working remotely. We are open to discussing remote work as well as in-office opportunities as guidelines change.
- We will work with interns to receive college credit if applicable.
- Housing opportunities are not available through the Conservancy.

Application Process:

- Please email the following to jobs@rosekennedygreenway.org with “Communications Intern” in the subject line. Each file name should begin with the applicant’s last name.
 - One-page cover letter including availability/ideal number of weekly hours
 - Resume
 - 3 References
 - Writing sample OR another relevant work sample
- Applicants are encouraged to send materials soon. Applications will be accepted on a rolling basis. No phone calls, please.

About The Greenway and the Greenway Conservancy (www.rosekennedygreenway.org)

The Greenway is the contemporary public park in the heart of Boston. The Greenway welcomes millions of visitors annually to gather, play, unwind, and explore. The Greenway Conservancy is the non-profit responsible for the management and care of The Greenway. The majority of the public park’s annual budget is generously provided by private sources.

To learn more about The Greenway and the Conservancy, please visit our [website](#) and [blog](#) and follow us on [Instagram](#), [Facebook](#), and [Twitter](#).

The Greenway Conservancy is an equal opportunity employer, and does not discriminate in employment opportunities or practices on the basis of race, color, religion, sex, national origin, citizenship, age, disability, military or veteran status, sexual orientation, genetic information, gender identity or expression (including transgender) or any other characteristic protected by law.