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re-store.org

## **THE RE Store Internship: MARKETING & COMMUNICATIONS COORDINATOR**

RE Sources is a non-profit environmental education and advocacy organization. Our mission is to promote sustainable communities and protect the health of northwestern Washington's people and ecosystems through science, education, advocacy, and action. Our vision is for people in northwest Washington to live satisfying lives in accord with the ecosystems we depend on — generation after generation. Current programs include The RE Store, Clean Water, Clean Energy and Sustainable Schools. The primary goals of The RE Store are to divert as much reusable material as possible from the landfill and to build a culture of reuse in our community.

### **MARKETING & COMMUNICATIONS COORDINATOR**

The RE Store seeks a motivated intern who will be responsible for assisting in the implementation of marketing and communication plans. This is a part-time, unpaid position for 10-15 hours per week on-site. Open starting Fall 2018, this is an intensive internship with advanced learning opportunities and requires a three quarter minimum commitment. Intern reports to the Marketing and Outreach Manager. Intern supervisor is glad to work with intern and scholastic advisor to meet coursework requirements. Through work experience and mentorship from intern supervisor, the intern will gain a well-rounded knowledge of marketing, communications, and event planning in support of the mission of a non-profit.

### **QUALIFICATIONS**

The ideal candidate will possess the following skills and attributes:

- Strong verbal and written communication skills;
- Ability to work on multiple projects at any given time;
- Ability to work independently and as part of a team;
- Proficiency in web and social media navigation;
- Excellent interpersonal skills;
- The ability to initiate and follow through on projects;
- Proficiency in Microsoft Office and Google applications;
- Experience managing a Facebook business or non-profit page;
- Excellent organizational skills, attention to detail, and the ability to prioritize in a changing environment;
- Ability to meet deadlines.

### **RESPONSIBILITIES**

- **Maintain social media and web presence** Approx. 50% of time

- Educate and inspire our community in topics related to sustainability, green building and creative use through social media accounts;
- Create and post web content, white papers, newsletter content, blog posts, etc.;
- Track and report on analytics of various communication channels;
- Maintain awareness of current events related to green building and creative reuse.
- **Assist in the planning and implementation of events** Approx. 20% of time
  - Co-create with marketing manager event promotion materials;
  - Work collaboratively with RE Store staff to determine event logistics;
  - Act as partner liaison for pre-event logistics.
- **Create and post online and print content** Approx. 10% of time
  - Create posters, pamphlets, banners, and other graphics materials in line with organizational brand standards;
  - Through mentorship, develop a working knowledge of SEO and SEM to increase The RE Store's visibility within the community.
- **Design & roll out in-store marketing materials** Approx. 10% of time
  - Create in-store material following branding standards;
  - Become well practiced in design software and Adobe Creative Suite, including but not limited to InDesign, Illustrator, Photoshop and Lightroom.
- **Community outreach** Approx. 10% of time
  - Educate and inspire the public about reuse opportunities through community outreach opportunities;
  - Provide logistical and promotional support for RE Store activities;
  - Solicit businesses for partnership opportunities.

## LEARNING OPPORTUNITIES

The intern will gain experience in:

- The basic operations of a nonprofit organization;
- Managing and growing online presences for increased return on investment (ROI) by using search engine optimization (SEO), search engine marketing (SEM) and data analysis;
- Scheduling, project management, and time management;
- Building and developing partnerships and community relationships;
- The use of advanced social media tools, Adobe Creative Suite, a digital SLR camera and WordPress Content Management System,
- Maintaining professional interpersonal relationships;
- Topics relating to digital photography, analytics, graphic design, website management, strategic planning, evaluation, budgeting and more.

**To Apply**

Please send the following application materials to Samantha Hale, [samanthah@re-store.org](mailto:samanthah@re-store.org)

- A cover letter and resume
- 1-2 writing samples (and 1-2 design examples, if available)
- Your availability over your desired quarters, including start and end dates (please be specific)