

**Natural Land Institute**  
**2011 Marketing and Special Events College Internship**  
**Position Description**

**Objective:** To help promote the Natural Land Institute (a 52-year old land conservation organization located in Rockford, Illinois serving northwestern Illinois) to the surrounding region while learning skills related to marketing, advertising, promotion and special events.

**Hours:** 15 - 20 hours per week. Typically 3 days per week. Schedule negotiable.

**Compensation:** Internship position is not compensated, but any required or necessary paperwork will be completed to provide college credits. Intern will also receive complimentary tickets to all summer events at Nygren Wetland Preserve.

**Supervisor:** Executive Director

**Program Eligibility & Submission:**

- Students interested in the field of marketing/special events
- Cumulative GPA of 2.0 or above
- Beneficial, but not necessary: some web design/social media/graphic design background
- Must enjoy working with volunteers
- Completed application
- Two letters of recommendation
- One-page essay about what student hopes to gain from internship
- Submission of requirements for internship completion/credit from college/university
- Interview with Executive Director & Board President

**Responsibilities:**

- Report to work on time/be willing to work extra hours for special events when possible
- Assist in developing marketing plan for spring, summer and fall events
- Develop press releases and disseminate/arrange radio and TV interviews if applicable
- Compile mailing list for regional media
- Work with Graphic Designer to design & complete summer newsletter
- Assist with enhanced development of social network sites and website maintenance
- Assist with all planning and implementation of all programs at Nygren Wetland Preserve, including *Wine in the Wetland*, Conservation Camp, Wildflower Weekend, *Party on the Prairie* and Chamber-after-hours event.
- Assist with sponsorship contracts, sponsorship activation and fulfillment reports.
- Work with donors and members.
- Assist with and perform any other duties as needed or assigned by the Executive Director

Application available online at [www.naturalland.org](http://www.naturalland.org)

For more information contact Jerry Paulson, Executive Director at 815.964.6666 or interested applicants can email: [paulsonjerry@aol.com](mailto:paulsonjerry@aol.com)

## Marketing/Special Events Internship Application

Please complete and return to:

Jerry Paulson, Natural Land Institute, 320 South Third Street, Rockford, IL 61104

[paulsonjerry@aol.com](mailto:paulsonjerry@aol.com)

Name:

College/University:

Year in school:

Major field of study:

GPA:

School address:

Home address:

Phone:

Cell phone:

Email:

Birthdate:

Available Dates (Beginning/end) :

Have you previously interned anywhere, and if so where?

What extra-curricular activities/clubs are you involved with?

Are you available on weekends?

References: (please list 2 people & their phone numbers who are not relatives)

- 1)
- 2)

Please return this completed form, two letters of recommendation from a previous employer or professor, your requirements for internship credit and a one page essay on what you hope to gain from an internship with us. Internships are available spring and summer.