



Outreach Internship

Objective: To help promote the Natural Land Institute, a private, non-profit land conservation organization, based in Rockford, Illinois serving northern Illinois, to the surrounding region while learning skills related to marketing and public relations, advertising, promotion, special events, social media and volunteer coordination.

Mission: The mission of Natural Land Institute (NLI) is to create an enduring legacy of natural land in northern Illinois for people, plants and animals.

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

Compensation: The Outreach 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: Director of Marketing & Membership

Program Eligibility & Submission, Required Qualifications:

- Students interested in and of these fields: marketing, journalism, special events, social media, not-for-profit administration, environmental education, land conservation
- Cumulative GPA of 2.0 or above
- Typing, computer and writing skills
- Working knowledge of Facebook, Twitter, Instagram and other social media
- Beneficial, but not necessary: website and graphic design skills
- Must enjoy working with people
- Must provide own transportation to and from work and to event locations as needed
- 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 Director of Marketing & Membership

Responsibilities:

- Report to work on time
- Assist with planning and implementation of events and be willing to work evenings and weekends for events as needed
- Assist in developing promotional strategies for events and programs
- Write news releases and stories for regional publications
- Conduct interviews and write stories about donors and conservation easement land owners for the newsletter and website
- Create and post content on social media sites and website news page
- Coordinate and promote Instagram photo contest
- Assist with and perform any other duties as assigned





Outreach Internship Application

Date of Application: _____

Your Name: _____

School: _____

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 evenings and weekends? _____

References: (Please list 2 people and their phone numbers, who are not relatives.)

1) _____

2) _____

Please complete this form and return with 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 NLI to Kim Johnsen, Director of Marketing & Membership, Natural Land Institute, 320 South Third Street, Rockford, IL 61104, kjohnsen@naturalland.org.

Internship length is negotiable.

