



## Digital Marketing Internship: Spring 2019

Organization:	Mississippi Valley Conservancy
Job Type:	Internship
Job Major:	Graphic Design, Marketing, Communications, Nonprofit Management
Number of positions available:	1
Salary:	unpaid
Start date:	mid-January 2019
End date:	early May 2019

### **Position Description:**

This assignment gives the intern an opportunity to create and edit content for social media, website, and email communications that support the campaigns and programs of Mississippi Valley Conservancy, southwest Wisconsin's leading conservation organization. With an emphasis on written and visual content development, the intern will create scheduled posts, website updates, and emails for distribution across media channels.

Working closely with the Conservancy's communications director, plus other staff and interns, an essential function of the intern's role will be to work collaboratively to achieve:

- Engaging content that attracts new "Likes" and "Shares"
- Email campaigns that receive high rates of opens and click-through
- Creating, editing, and posting website content
- Reviewing and reporting on website analytics
- Image and tone that supports brand strategy
- Easy access to well-organized files

This position may require some evening and weekend work. The position is part-time, unpaid, flexible timeframe (5-15 hrs/week) and is based in La Crosse, WI.

**With the guidance of the Conservancy's communications director, the intern's responsibilities will include:**

- Attending Monday morning team meetings (as needed)
- Promoting content provided by staff and agency partners
- Developing content that supports calendar of events, programs, and campaigns
- Assisting with development and production of sponsor, volunteer, and participant materials
- Creating and processing photos as needed for MVC to use on FB, Twitter, LinkedIn, etc.
- Writing/editing content for all online platforms, as needed
- Other duties as assigned

### **Skills and Specifications:**

- Has or is working toward a Bachelor's degree in marketing communications, advertising, or related field
- Experience with social media and email platforms

- Experience promoting events online
- Solid skills in Microsoft Office Suite (especially MS Word)
- Experience with Adobe Creative Suite (especially PhotoShop and Illustrator)
- Excellent organizational skills
- Creative and detailed-oriented
- Strong written and verbal communication skills
- Experience writing and editing promotional copy
- Ability to work independently and as part of a team

**How to Apply:**

Submit a cover letter and resume by email to [info@mississippivalleyconservancy.org](mailto:info@mississippivalleyconservancy.org) or mail to address below. We hire a variety of interns throughout the year.

**For more information contact:**

Mississippi Valley Conservancy  
PO Box 2611, 1309 Norplex Drive, Suite 9  
La Crosse, WI 54602

Telephone: (608-784-3606) ext. 8

[info@mississippivalleyconservancy.org](mailto:info@mississippivalleyconservancy.org)



**ABOUT MISSISSIPPI VALLEY CONSERVANCY**

Founded in 1997, Mississippi Valley Conservancy is a nationally accredited nonprofit land trust that has permanently protected more than 20,000 acres of wildlife habitat and farmland in Wisconsin's Driftless Area by working with private landowners, businesses and local communities to conserve the bluffs, forests, prairies, wetlands, streams and farmlands that enrich our communities, for the health and well-being of current and future generations. For more information about the Conservancy, visit [www.mississippivalleyconservancy.org](http://www.mississippivalleyconservancy.org)