



2021 SUMMER MARKETING INTERNSHIP

The Island Institute, a nonprofit community development organization based in Rockland, Maine, seeks a motivated, self-starting college or master's degree student for a paid summer internship designed to promote hands-on learning in a professional, collegial environment. The intern will receive guidance and support from a staff advisor as well as a team of talented professionals who are passionate about the Maine coast and its year-round island communities.

Position Summary

The Island Institute will be launching several new website pages/projects in June, expanding the site's use and visitor experience. The Marketing intern will support the Marketing team in building out these assets to include stories, data points, and connectivity to other program work after the project's launch. The intern will also help create content for use in social media, emails, and other communications to expand our general audience and drive web traffic to these new pages and resources.

Duration, Schedule, and Payment

This internship runs from approximately June 1-15 to August 27, based on the successful candidate's availability. The anticipated weekly schedule is approximately 20-30 hours per week for the duration of the internship. The intern can complete the internship remotely from a home office that has high-speed broadband access. The intern will be paid up to \$2,000 as an independent contractor according to project benchmarks met and final deliverables outlined in the independent-contract agreement.

Desired Qualifications

- Strong writing skills and experience in website management tools
- Ability to work within an established web architecture
- Competency in translating a library of assets into the best possible content for review
- Interpersonal and communication skills necessary to work as part of a collaborative team
- Ability to work independently, manage time well, and be detail-oriented

Anticipated Learning Outcomes

- As part of a six-person Marketing team, the intern will learn how to implement a comprehensive marketing plan
- The intern will gain real-life experience in publishing web content that also crosses over into social media marketing and other communications
- There will be ample opportunity to learn about the Island Institute, its programmatic work, and its local community development efforts in Maine's island and coastal communities

Direction and Support for the Internship

Our project lead and webmaster, Kim Ratner, has supervised other interns who helped with the preparation of our new website launched in October 2020. The intern will be part of team meetings specific to Mapping the Milestones, where both Kim and Amy Rawn, our content coordinator, will provide direct feedback on the content, deadlines, and creative ideas. The intern will also receive feedback from our website visitors who leave comments, our Google analytics that show web page “stickiness” and visitation metrics, and the program staff whose work is showcased on the map.

The communications schedule will include daily or as-needed emails, Slack messages, and Asana checklists to prioritize the work and manage deadlines. There will also be weekly (and sometimes twice-weekly) rounding meetings with Kim, and team meetings specific to this project with Kim, Amy and others creating content. The intern will be included in all team-specific private Slack channels, strategy meetings, and team-building work as led by Rich Knox, the senior team lead.

Orientation

The intern will spend time at the beginning of the internship with Rich Knox, the senior team lead, reviewing the entire marketing plan and the role/priority of “Mapping the Milestones” in the related content needed for social media. The intern will also have access to Ethos, our marketing firm, and the creators of the Mapping the Milestones project, to understand the inner workings of the map. Kim Ratner will walk through a list of ideas for mapping more milestones and the process for identifying assets, writing content, and reviews and approvals.

How to Apply

The internship placement will remain open until filled, but preference will be given to applications received by Friday, May 7, 2021. We are accepting only online applications.

Please click [here](#) to apply.

If you have questions prior to submitting your online application, you are welcome to reach out to Nancy McLeod Carter at ncarter@islandinstitute.org or 207-594-9209 x133.

For more information about the Island Institute and our work, please visit our website [here](#).