



## Marketing Intern

### **About Countryside**

Our mission is to build a thriving local food community by connecting people, food, and land, in and beyond Cuyahoga Valley National Park. We envision farmland, farmers, and food entrepreneurs thriving in concert with the ecosystem and farmland remains a healthy, cherished resource. All the while, creating a culture where good, local food is accessible to all.

Countryside believes that equity is a critical component of this mission and vision, which we cannot achieve without openly acknowledging and directly addressing that our food system has its roots in racial, ethnic, and gender violence and injustice and that this exploitation remains pervasive today. Countryside is an equal opportunity employer and does not discriminate on the basis of race, ethnicity, age, religion, gender, marital status, sexual orientation, disability, veteran status, political orientation, or any other characteristic protected by federal, state, or local law. We strongly encourage people of color, LGBTQ+ individuals, and veterans to apply.

To learn more about Countryside, our programs, and our staff, visit <https://countrysidefoodandfarms.org/>

### **Essential Duties**

- Create and schedule social media posts with the goals of promoting specific program areas and increasing engagement
- Create content for the website, blog, and marketing collateral
- Capture and solicit photos and videos from partners, vendors, and extended network
- Use Constant Contact to create weekly newsletters
- Use Canva to create basic designs using our branding guidelines
- Bring fresh marketing ideas and perspectives to the organization
- Other duties as assigned

## **Key Skills**

- Passion for local food, farmland conservation, and food access
- Basic knowledge in digital marketing and traditional marketing
- Strong writing and editing skills
- Desire to expand marketing knowledge within the nonprofit world and beyond
- Detail oriented
- Demonstrate commitment and dependability
- Independent work ethic

## **Schedule Requirements**

- Part-time, 10-12 hours per week
- This internship will be hybrid - while you'll mostly work remotely with frequent virtual check-ins with your supervisor, there will also be in-person meetings and activities included in your schedule
- Work hours are flexible, but a consistent weekly work schedule will be established upon hire
- You will occasionally be asked to attend the farmers' market on Saturday mornings between 9 a.m. and noon

## **Additional Qualifications**

- Experience with Google Drive
- Experience with Canva
- Interest in web design with knowledge in WordPress
- Experience in media production
- A smartphone with high photo quality and a good eye for picture taking

## **To Apply**

Email a one-page cover letter, one-page resume, and two professional references to Madison Letizia, Marketing and Development Specialist, [mletizia@countysidefoodandfarms.org](mailto:mletizia@countysidefoodandfarms.org).