



Tenafly Nature Center is an independent non-profit member-supported 400 acre nature preserve, located in Tenafly, NJ, five miles north of the George Washington Bridge. With over seven miles of trails and a 3-acre pond, TNC is the largest privately-run nature center in Bergen County.

Marketing Internships are for undergraduate students with an interest in marketing/public relations and communications, environmental or outdoor pursuit and have completed at least two years of college. Interns will assist the Tenafly Nature Center Staff with all aspects of running the Tenafly Nature Center and staff department needs. A Tenafly Nature Center marketing intern works hard and develops the skills needed to continue in any career in the marketing or non-profit field.

Summary: Reports to, and work closely with, a TNC staff manager with all aspects of the development department. They are responsible for implementing and helping to promote our various programs offered to the community. Interns will assist in spreading our outreach to a broader audience.

Duties & Responsibilities:

- Work on one major project, such as developing promotional videos for our social media pages, organizing and editing our current photo and videography collection, designing new trendy content to engage viewers and grow our audience to reach different demographics.
- Learn about our mission at TNC and implement these ideals into our marketing.
- Create and maintain a safe, fun, professional, educational image online.
- Support TNC in keeping meticulous records and data for future use.
- Greet and engage visitors; articulate TNC's mission and project a helpful and positive attitude when interacting with the public, including TNC members, parents, teachers, and group leaders in person & on the phone.
- Assist staff with answering phones, as needed, field natural history questions from the public, and direct questions to appropriate experts.
- Perform other duties as assigned.

Qualifications (EESI):

- Currently enrolled in a college/university and have completed at least two years of course work in a major field of study to be applied during the internship (e.g. marketing, advertising, public relations, business, communications, non-profit management, environmental studies, biology, zoology, or related fields).
- Experience and familiarity working with Facebook, Instagram, Twitter, TikTok, etc.
- Mastery of Microsoft Office and common office equipment. E-mail and internet access required.
- Basic graphic design skills
- Ability to work both independently and on a team with minimal supervision.
- Ability to communicate effectively and interact well on the phone and in writing.
- Ability to manage multiple tasks simultaneously.
- Ability to walk all the trails of TNC and climb one flight of stairs.
- Willingness to work outdoors in variable weather conditions and variable terrain.
- Must be fully vaccinated for Covid-19 by start date (Reasonable accommodations will be considered on a case-by-case basis for exemptions to this requirement in accordance with applicable law)

The attitudes and personal characteristics demonstrated in all educator positions are:



TENAFLY
Nature Center

MARKETING SEASONAL INTERNSHIP POSITION DESCRIPTION

1. Enthusiasm, patience, understanding, flexibility, and energy for working with children and adults.
2. Projecting a positive and professional image.
3. Self-motivated, detailed-oriented with the ability to work both independently and as part of a team.
4. Ability to multi-task and make decisions requiring good judgment in the absence of specific directions.

Marketing Seasonal Internship: Position starts either March 21 or May 16. Education interns have a 20 hour/week schedule for 12 weeks. Unpaid.

Length of Internship: Spring internships are from mid-late March to mid-late June, summer internships are from mid-late May to mid-late August. Specific dates are somewhat flexible to suit varying schedules.

Application Process: To apply, please submit a complete application package which includes: cover letter, resume and completed internship application form via email to Jennifer LoDico

jlodico@TenaflyNC.org. No calls please.

Download Internship Application Form: [Tenafly Nature Center Internship Application Form](#)

Application Deadline: All spring application packages must be received by February 28, 2022. All summer application packages must be received by March 31, 2022.

Incomplete applications or applications received after the deadline will not be considered.