



URBAN GREEN LAB™

MARKETING INTERN (PART-TIME, 10-12 HRS/WK, PAID)

OPPORTUNITY

Urban Green Lab, the center of sustainable living education in Nashville, seeks a Marketing Intern to join our team and help make sustainable living education a priority for our residents.

URBAN GREEN LAB

At Urban Green Lab, we teach communities how to live sustainably. Founded in 2009 in Nashville, we organize, train, and connect visionaries in classrooms, households, and workplaces so they feel empowered to teach others how and why to make more sustainable choices. We believe in systemic change and work together to create a plan for teaching communities the basics of sustainable living. We believe sustainability is for all of us, think education is the key to prevention, value the power of partnerships and teamwork, pursue quality over quantity, and are good stewards of our organization.

SUMMARY OF THE POSITION

Working with the Sustainable Households Manager and our marketing firm, the Marketing Intern will participate in promoting the organization by creating content and coordinating the implementation of diverse campaigns that result in tangible results. The intern will perform duties using their skills in areas such as graphic design, photography and video, among others, to drive brand awareness, messaging, revenue development and community engagement. This position will work between 10-12 hours per week. UGL offices are in Nashville, however some tasks may be done remotely.

KEY RESPONSIBILITIES

Percentages of effort and tasks may evolve with time.

1. SOCIAL MEDIA COORDINATION (50%)

- Work with Sustainable Households Manager to create, implement and measure the success of a comprehensive communications program (social media, web, email, revenue and public relations) that amplifies the organization's message to the community.
- Collaborate with the three division leaders (Workplaces, Classrooms and Households) to create and implement event promotion campaigns (such as The Big Payback and Giving Tuesday) through peer-to-peer giving programs and opportunities for the community to contribute financially to UGL.
- Promote giving programs, news stories, and general information about Urban Green Lab through various social media outlets, including Facebook and Instagram.

2. COORDINATE AND DISTRIBUTE CONTENT (30%)

- In collaboration with the Sustainable Households Manager, manage the communications calendar for all materials and collateral including print and digital delivery

- Ensure the UGL brand is consistently maintained across all organizational and media channels.
- Manage creation of photo and video content. Capture photography based on marketing needs or coordinate with other divisions to capture photography.
- In coordination with the division leaders and the marketing firm, manage website content and updates
- Serve as graphic designer for specific collateral materials (fliers, signs, promotional materials) utilizing brand standards provided by marketing firm

3. OTHER (20%)

- Support other core functions of the organization as needed, such as assisting occasional program implementation, strategic planning, and routine staff, committee, and one-on-one meetings.

ATTRIBUTES

The successful candidate will possess the following attributes and professional qualifications:

- Outstanding interpersonal and organizational skills, and a high sense of integrity
- Diplomatic, with excellent community relations, listening, and learning skills
- Self-reliant, proactive, dependable – a team player to the core A positive, flexible attitude, intellectual curiosity, and capacity to adjust to change
- A commitment to and understanding of Urban Green Lab’s mission and values is deeply appreciated, but not required
- Humility and grace under pressure, a sense of humor

OTHER QUALIFICATIONS

- At least 2 years of relevant experience (degree not required)
- An interest and understanding in marketing, communications, sustainability or the environment
- Familiarity with key the major social media platforms tools (e.g. Twitter and Facebook)
- Proficiency with G-Suite, Adobe (Photoshop, InDesign), Canva and similar desktop software
- Basic understanding of SEO (Search Engine Optimization) and website management
- Strong written and verbal communication skills
- Excellent attention to detail and a high motivation to learn
- The ability to work collaboratively with a team

WAGE

This position is a part-time, hourly position which will work approximately 10-12 hours per week.

APPLICATION DETAILS

Please email cover letter, resume, and three references (email, phone, and nature of each affiliation) to Todd Lawrence, Executive Director, at connect@urbangreenlab.org. References will not be contacted without prior approval. Submissions that are incomplete or sent by other means, plus phone calls, will not be considered or returned. Candidates are encouraged to read about us first at www.urbangreenlab.org. Only applicants selected for consideration will be contacted. Applications are accepted until position is filled. All correspondence is confidential. Background check required.



WORK ENVIRONMENT

The Marketing Intern will be based out of the Nashville office of Urban Green Lab and coordinate their schedule with the Sustainable Households Manager. Urban Green Lab has a flexible work environment, and at least 75% of their hours should be in the office, with the option of working remotely for the remaining 25%. Reasonable accommodations may be made to enable individuals with disabilities. The employee is regularly required to sit, stand, walk, talk, listen and feel, reach hands above the shoulder, occasionally stoop or crouch, and lift and/or move 10-25 pounds. Noise is moderate, though often louder at events.

EQUAL OPPORTUNITY EMPLOYMENT

Urban Green Lab is fully committed to Equal Employment Opportunity and to attracting, retaining, developing, and promoting the most qualified employees without regard to their race, gender, color, religion, sexual orientation, national origin, age, physical or mental disability, citizenship status, veteran status, or any other characteristic prohibited by state or local law. Urban Green Lab welcomes applicants from a diversity of backgrounds, experiences, abilities, and ideas.

DISCLAIMER

This job description is not necessarily an exhaustive list of all associated responsibilities, skills, requirements, or conditions. While intended to be accurate, it is not meant to exclude that other, different tasks may be required when circumstances change (such as during emergencies, personnel changes, workload alterations, rush jobs, or technological developments or advancements).

Posted October 10, 2019

