POSITION GUIDE

ORGANIZATION: Bayou Preservation Association, Inc.
POSITION: Environmental Public Relations & Marketing Intern
REPORTS TO: Bayou Preservation Staff
LOCATION: Houston, Texas

ABOUT BAYOU PRESERVATION ASSOCIATION

Our mission is to celebrate, protect and restore the natural richness of all our bayous and streams. Our vision is a network of healthy bayous, streams and watersheds. The Bayou Preservation Association focuses on four key programs to accomplish its mission: bayou appreciation, bayou citizen science, trash-free bayous, and stream corridor restoration. Cross-cutting projects and initiatives – those that address the goals of more than one program – also continue, such as the annual Symposium, public policy review and response, and communications tools. It works to increase understanding of area bayous and creeks and their watersheds by providing educational programs and opportunities, activities and events to engage all the region’s demographics. Bayou Preservation Association also strives to expand stewardship and stewardship opportunities to improve the health of our watersheds, creeks, and bayous. The Bayou Preservation Association’s values include science-based policies and actions, collaboration, community, and professional communications.

THE OPPORTUNITY & IDEAL CANDIDATE

This is an opportunity to be part of a team shaping a long-standing environmental organization as it moves into an exciting new phase of growth in the region.

The Environmental Public Relations & Marketing Intern is collaborative, creative, organized, and passionate about the environment. You’re looking for an opportunity to understand what it takes to manage a successful environmental non-profit and you fundamentally value the importance of an engaged public on environmental issues. You care about the work of the organization and can articulate why. You’re confident in your skills but think feedback during the editing process strengthens your work. When it comes to relationships, you listen earnestly and treat everyone with professionalism and respect. You have an eye for design and appreciate when things look nice – bonus points if you’ve used Canva or Hootsuite! You know how to edit a website and craft a newsletter in Constant Contact or Network for Good or can demonstrate an ability to learn quickly. You want to be part of a diverse team that inspires environmental advocacy in your community.
RESPONSIBILITIES

Public Relations & Marketing:
• Explore creative ways to engage and expand Bayou Preservation’s network of constituents, supporters, and stakeholders.
• Assist with spokesperson and outreach opportunities as they arise.
• Work with staff to create and implement consistent social media campaigns, assist in campaign development, and use management tools to schedule content and utilize analytics to track campaign/user involvement.
• Capture engaging and dynamic photos of participants in program-related activities.
• Assist with the production of digital media content for social media platforms (Facebook, Instagram, and Twitter), professional platforms (Yelp, Google, LinkedIn), website and blog posts.
• Provide support during programs and events (wayfinding, registration, AV assistance, set up/take down if needed).
• Create a content bank and establish a content calendar to organize/optimize posts for the year.
• Develop a sense of Bayou Preservation Association branding.
• Assist with production and editing of video, interviews, Q&A and on/offsite livestream.
• Research, write, and share articles on a broad range of bayou-related environment and policy issues including climate change, flood resilience, sustainable construction and design, general education, etc.
• Research and write articles for our monthly newsletter, Bayou NewsStream, including identifying opportunities to highlight and amplify partner events and accomplishments.
• Attend program committee meetings.
• Provide an engaging and detailed written synopsis of your internship experience for use in future publications.

Administrative:
• Assist with donor and volunteer acknowledgement efforts.
• Maintain and update volunteer, donor, and membership databases using both online and desktop database software.
• Attend board meetings and gain insight into environmental non-profit management.
• Answer phone inquiries and provide basic company information; oversee mail deliveries.
• Assist with photocopies, fax, and other clerical duties.
• Design and oversee the organization of office space and supplies.
• Provide administrative support to the President & CEO, Community Engagement Manager, and Project Coordinator.
• All other duties as assigned.

EDUCATION AND QUALIFICATIONS

• Candidates must be pursuing or have obtained a bachelor’s degree with a major or minor in communications, marketing, public relations, graphic design, digital media, biological and/or environmental sciences, natural resource management or similar field.
SKILLS AND ABILITIES

- Excellent written and oral communication skills, including the ability to research and compose professional documents, develop both lay-person and media-appropriate content, and speak in public; Spanish (or another common Houston-area language) skills a plus.
- Strong interpersonal skills, including the ability to develop and manage productive relationships with partners, decision-makers, stakeholder groups, consultants, and organization staff.
- Demonstrated success in working in a team-oriented environment, as well as ability to work independently, once trained.
- Proficiency in Microsoft Office software including Word, Excel, PowerPoint, and Outlook.
- Ability to manage multiple concurrent projects and keep detailed records.
- Ability to travel to meetings, presentations, and event locations (locally and regionally) in personal vehicle or by local transit.
- Passion for waterways and love of nature.
- Willingness to work occasional weekends, evenings, or outdoors for meetings, events, field work, etc.
- Positive attitude and fosters congenial work relationships.
- Ability to lift 30 – 40 pounds.

Application Procedure: Interested candidates should apply through the Hire Houston Youth (HHY) website (https://hirehoustonyouth.org/youth/) before May 1, 2020. Hire Houston Youth offers youth ages 16 to 24 internship and job opportunities in the public and private sectors throughout the Houston area. All positions offer at least 7 weeks of employment, and employers are asked to compensate youth at least $9.00 an hour. Most opportunities begin June 8, 2020 and end July 30, 2020 (estimated dates). The application will open February 10, 2020 and will close May 1, 2020 for Nonprofit companies. **Please include a note in your online HHY application that you would like to work with Bayou Preservation Association, and send an email to info@bayoupreservation.org with the Subject Line: “HHY Application” and include in the body of your email your full name, email, and phone number, so we can be sure to request your application to review from HHY.

Thank you for your interest.

*The Bayou Preservation Association is an equal opportunity employer and actively works to ensure fair and equal treatment of its employees and constituents regardless of differences based on an individual’s race, color, religion, sex, age, marital status, veteran status, sexual orientation, disability, political affiliation, or any other protected characteristic.*