



# Montana Audubon

PO Box 595 • Helena, MT 59624 • 406-443-3949 • [www.mtaudubon.org](http://www.mtaudubon.org)

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## Communications & Marketing Internship

### SUMMARY OF POSITION

Office Manager supervises this unpaid Communications & Marketing/Administrative Internship. This person will assist primarily in the planning, publicity, and implementation of Montana Audubon's Annual Bird Festival held in Kalispell, Montana, June 8–10, 2012.

#### **Essential Functions**

- Beginning in January 2012, assist in all event planning, publicity, and logistics for our annual bird festival
- Help with publication layout, graphic design, photography organization, writing (incl. press releases), and light editing for brochures and other marketing materials, newsletters, and direct appeals
- Help promote Montana Audubon and its work through both traditional media and the Internet
- Build (and periodically update) a statewide media contact database
- Help develop an annual calendar and plan for Montana Audubon's communications with its members and the general public
- Perform updates to social media channels (i.e., facebook and flickr)
- Carry out website updates
- Assist with office upkeep, filing and office organization
- General assistance to the staff, including printing, mailing, etc.
- Track sales inventory, processing orders, shipping, and distributing merchandise (occasional lifting may be required)
- Help with event and facility logistics for the organization, including board meetings, receptions, retreats, committee meetings, and conferences

#### **QUALIFICATIONS**

- Currently enrolled in college and working toward a degree in Communications/Marketing, Public Relations, or Journalism
- Excellent communication, writing, and interpersonal skills
- Strong attention to detail, accuracy, and timeliness
- Computer experience (PC platform & MS Windows) and software proficiency in Microsoft Office (particularly Word and Excel); and Adobe Design Creative Suite (InDesign and Photoshop; Dreamweaver preferred but not required)
- Team player with desire to learn; ability to work with a wide variety of people in a pleasant and courteous manner
- Well-developed organizational skills and a strong work ethic

#### **RELATIONSHIPS**

- *Internal:* Reports to Office Manager. Interacts with all Montana Audubon staff
- *External:* Interacts with a broad array of people, including the general public, members, Audubon chapter volunteers, and representatives from government, businesses, and conservation groups

## **BENEFITS**

- Valuable opportunity for “hands-on” development of communication, marketing, and public relations skills for a nonprofit focused on wildlife conservation
- Enhancement of academic knowledge through job experience and collaboration
- Opportunity to gain knowledge of nonprofit administration and daily operations
- Relationship-building within our organization and the general public, networking potential, and possible part-time paid position with Montana Audubon
- Positive, friendly, and exciting work environment
- Will contribute to our critical bird & wildlife mission (please peruse our website and mission statement)
- Opportunity for exclusive birding opportunities (in the field) with expert staff and/or Board member(s)!

## **HOURS/SCHEDULE**

- 2011–12 academic year
- Start date around September 30, 2011
- 4–8 hours per week around course schedule; school holidays off

## **Send resume and cover letter by September 21, 2011:**

Larissa Berry, Office Manager

Montana Audubon

PO Box 595, Helena, MT 59624

406-443-3949

*via e-mail:* [lberry@mtaudubon.org](mailto:lberry@mtaudubon.org)

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### **Montana Audubon Mission Statement**

*Montana Audubon promotes appreciation, knowledge and conservation of native birds, other wildlife, and their habitats.*

Among our state’s conservation organizations, Montana Audubon fills a unique niche: working to preserve our state’s native birds, other wildlife, and their habitats.

#### **Values and Beliefs**

These core values are the foundation for Montana Audubon’s mission, purpose, and vision. Montana Audubon believes that:

- Society has a responsibility to protect and conserve birds and other wildlife and their habitats, not simply for human needs and desires, but to maintain the integrity of natural systems.
- Enjoyment and knowledge of birds are important factors that motivate people to conserve and protect bird habitats.
- Healthy natural communities sustain healthy human communities.
- Persistent citizen action and commitment are essential to maintain *and* restore the health and diversity of birds and other wildlife.
- Through a science-based approach to conservation, we can best protect the health and diversity of birds and other wildlife.
- Audubon members are persuasive advocates for birds and wildlife protection when they are knowledgeable, connected to local landscapes, and active in their communities.
- Developing an appreciation for birds and other wildlife enriches the human experience.