

Saratoga P.L.A.N. (Preserving Land and Nature) is a not-for-profit land trust offering comprehensive land conservation services to landowners, developers, organizations, and government partners, while striving to achieve regional coordination and cooperation on land use, open space and recreational trail planning. It has protected over 3,385 acres of farmland, natural habitats, and water resources in Saratoga County. For more information please visit www.saratogaplan.org, or call 518-587-5554.

Saratoga PLAN Communications Intern

This position is designed to provide hands-on communications and public relations experience in a fast-paced environment. Specific areas of focus are assigned based on the intern's background, interest, and expertise. The Communications intern will report to the Fundraising and Communications Coordinator. This is a credit-based non paid internship.

Job Description:

The Communications Intern will gain experience in a wide range of communications strategies, including media relations (radio and press releases), member communications (e-newsletter, direct mail), and web-based technologies (website, social networking sites). Typical assignments may include writing for the website and newsletter, assisting with membership events, data mining, preparing press releases, and producing multimedia pieces to update the website.

Candidates should possess the following qualifications:

The ideal candidate will be in pursuit of a related degree, such as Mass Communications, or Marketing or Public Relations.

Strong oral and written communications skills.

Computer skills including word, excel, powerpoint are a must, basic design and web experience are a plus.

Other preferred qualifications include the ability to:

- Understand branding, image and position to create effective communications messages
- Apply creative writing skills
- Analyze constituent data and segmentation
- Measure effectiveness of marketing mix
- Work with web and multimedia technologies, using video, photography, and sound to further develop interactive capability on the PLAN website
- Assist with event management and update exhibit materials

Eligible applicants must be currently enrolled in college.

To apply for this position, please submit your resume, cover letter and writing sample* to: Kim@saratogaplan.org.

Your one-page cover letter (Word document) should address the following questions:

1. What excites you about Saratoga PLAN? How does our mission resonate with you?
2. Why do you want to be a communications intern?
3. What previous communications experience do you possess that you consider relevant to this role? What academic courses have helped prepare you for this role?
4. What are the skills that you hope to develop in this position?

**The writing sample should be a journal-style entry, (one page, word document) about a natural area that is important to you. Express your "sense of place" by describing how you feel about it emotionally, how you use that natural space, and what you know about it.*