

Centre Region Parks & Recreation Marketing/Promotion/Social Media Internship (Spring or Summer, 1 position available)

Intern reports directly to Recreation Services Manager

- General Council of Government overview including municipal members, governance, structure, voting, policies and procedures. Attend one General Forum meeting. Time here is spent with CRPR Director and combined with next two bullets, approx. one week.
- General CRPR overview including service areas, participant history and demographics, staffing structure, programming, and general day-to-day operations. Attend one CRPR staff meeting. Time here is spent with CRPR Director and combined with previous bullet, approx. one week.
- Targeted experience will include rotations in:
 - Customer service and front-end activities such as registering participants, scheduling pavilion rentals, answering general customer phone inquiries, providing general information, handling walk-ins and new resident inquiries. Time here is spent with FT Staff Assistant (approx. two weeks).
 - Facilities tour to include the two operating regional parks, several larger community parks, the two pools, the Active Adult Center, and Millbrook Marsh Nature Center. Time here is spent with Rec. Supervisor (approx. two-three days).
 - Orientation with Programming Staff to learn about various programs, classes, and special events. Schedules of other facilities will be reviewed for marketing and promotional needs. Focus will be on those programs that require additional marketing, promotion, and social media pushes in order to drive attendance. Time here is spent with Rec. Services Manager, Rec. Supervisors, Nature Center Supervisor, and AAC Supervisor (approx. one and a half weeks).
 - Review of electronic promotions including agency website, social media accounts, e-newsletters, and ActiveNet. This review will help to focus the internship projects.
- Internship Project #1: To compile an inventory of quality high-resolution photos for CRPR facilities and programs to include active sites (regional parks and pools), general park users (pavilions and playgrounds), and programming and special events (participants, demonstrating participation). All photos become CRPR property and will be used in future publications, website design, and promotional activities.
- Internship Project #2: To assist Recreation Services Manager with department-wide promotion and marketing including website suggestions, e-newsletter management, social media use, and additional options. Rec. Services Mgr. and Intern will set goals for growth of various online promotional tools; for example, we'll set a goal for increased Facebook likes, Twitter followers, and Instagram followers. We'll look at overall traffic to our website and create a plan for adjusting page information and links. Intern will also design up to three marketing strategies for the summer to include 1) one online contest, 2) special event promotion, and 3) GetOutdoorsPA tie-in.
- Ideal for those studying parks and recreation, sports marketing, marketing, public relations, etc.