Communications Intern

Tahoe Rim Trail Association
128 Market Street
Suite #3E
Stateline, NV  89449

About Tahoe Rim Trail Association
The Tahoe Rim Trail Association (TRTA) is a volunteer, non-profit 501c3 organization established in 1981 to plan, construct, and maintain the Tahoe Rim Trail. For the first 20 years of the TRTA’s history, the main focus was construction and completion of the 165-mile loop which travels around the ridge tops of Lake Tahoe. In 2001 the loop was officially open and since then, the TRTA has been the primary steward of the trail. The TRTA is also dedicated to promoting the use of the Tahoe Rim Trail through year-round public hiking programs, youth backcountry camps, an annual Trail Challenge, outdoor skills courses and trainings while offering a robust volunteer program to protect and preserve the 165 mile trail experience. Visit www.tahoerimtrail.org to learn about how you can get involved with this “trail like no other!”

About the Internship
The Communications Intern will be a key contributor to helping the Tahoe Rim Trail Association (TRTA) produce effective marketing and communications for 2016 programs and projects. An ideal candidate is one who will assist the TRTA with essential communications goals including: Email marketing, graphic design, website content & management, Client Relations Management (CRM) and Client Management Systems (CMS) to ensure all programs & volunteer recruitment are effectively marketed.

Required Qualifications

- Proficiency in Microsoft Word, Illustrator, and Publisher
- Attention to detail
- Familiarity with email marketing
- Excellent writing and editing skills a must
- Experience or education in marketing, communications, English or graphic design

Preferred Qualifications

- Familiarity with Joomla web content management system
- Familiarity with constant contact or other email marketing platform
- Proficiency in Salesforce client relations management or other CRM systems a plus

Internship Duties

- Flyer creation for TRTA programs and volunteer recruitment
- Volunteer recruitment via effective print and online marketing
- Design and creation of e-newsletters and email marketing templates
- Creation of online registrations and key program marketing (e.g. press releases, online calendars, flyers, etc.)
- Assist in the launch of TRTA’s Instagram social media platform
- Website graphic design updates

$12/hour for 120 hours
Spring Semester 2016

Apply by November 6, 2015
at www.unr.edu/career