



DELAWARE & LEHIGH NATIONAL HERITAGE CORRIDOR

DEVELOPMENT AND MARKETING INTERN

INTERN JOB DESCRIPTION

Title of the position:	Development and Marketing Intern
Reports to:	Director, Administration & Development, Communications & Outreach Coordinator
Locations:	D&L Main Office – 2750 Hugh Moore Park Road, Easton, PA 18042 Remote – as needed
Stipend:	This internship offers a \$500.00 stipend. A minimum of 60 hours in the course of the semester is necessary to receive a funded internship.
Contact:	If interested in this internship, please send a cover letter and resume to Terri Monserrat, Communications & Outreach Coordinator terri@delawareandlehigh.org . The deadline to apply is Friday, April 14, 2017.

Overall responsibility:

- Optimize the D&L website for SEO and optimize the D&L's usage of a Google AdWords for Non-Profits grant.
- Recruit, train, and schedule volunteer D&L Ambassadors. The D&L Ambassadors are public outreach volunteers.
- Create videos of D&L events and programs

Key areas of responsibility:

- Optimizing each page of the D&L's WordPress website for SEO.
- Optimizing keyword usage in the D&L's Google AdWords for non-profits grant-based account.
- Representing the D&L at volunteer recruitment events.
- Using guidelines to train new volunteers in the D&L Ambassador's public outreach volunteer program.
- Create a scheduling system for the D&L Ambassador's program.
- Serving as a D&L representative at outreach events.
- Update event calendars
- Conducting prospect research on individual, corporate and foundation donors
- Assist with general office duties within the Development department as assigned

Term of employment: Summer 2017

Qualifications:

- Experience with WordPress website management or general understanding of website updates and willingness to learn WordPress.
- Experience with Google AdWords or general understanding of SEO and willingness to learn how to use Google AdWords.
- Experience with iMovie or general understanding of video editing programs and willingness to learn how to use iMovie.
- Experience with public outreach or willingness to work with the people as an outreach representative, and as a volunteer manager.
- Strong written and verbal communication skills and comfort level reaching out to new contacts.
- Strong organizational skills to effectively manage multiple projects from inception to completion, adhering to deadlines.
- Willingness to gain a familiarity with cultural, industrial and environmental history of the Delaware & Lehigh National Heritage Corridor.
- Ability to perform basic computer functions, including data entry and using standard software applications (i.e., Microsoft Excel, Word, and Outlook, etc.)
- Driver's license in good standing.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential function. The noise level in the work environment is usually moderate.

Background: The Delaware & Lehigh National Heritage Corridor (D&L) preserves the historic pathway that carried anthracite coal and iron from Wilkes-Barre to Bristol, PA. Today, the D&L Trail connects people to nature, culture, communities, recreation and our industrial heritage. The organization was established by Congress in 1988 to celebrate our nationally significant story centered on the transport of anthracite coal from the mines of Luzerne and Carbon County to the markets in the Lehigh Valley and Philadelphia (via Bucks County). The D&L Trail is a multi-use trail spanning 165 miles from the mountains of northeast Pennsylvania, along rivers and through the Lehigh Valley and Bucks County. We are in residents' backyards, winding through towns, on main streets and through parks. We are passionate about preserving the environment, sharing the culture of our region and positively impacting our communities. We are a diverse organization with the ability to connect people to unique experiences in nature and the environment, community and economic impact, health and recreation, history, preservation, and education. This unique merger makes us a reliable resource, able to connect visitors and residents to experiences they feel good about. Along with the National Canal Museum (a Smithsonian Affiliate), we make our home in Hugh Moore Park in Easton PA. We are a 501(c)3 nonprofit organization.

ACCEPT:

Executive Director:

Internship Program Supervisor:

Internship Supervisor:

Intern:

The Delaware & Lehigh National Heritage Corridor, Inc. (D&L) provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, the D&L organization complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.