



## **Non-Profit Mass Communications & Media Intern**

### **INTERN JOB DESCRIPTION**

- Title of the position:** Mass Communications & Media Intern
- Reports to:** Communications Coordinator
- Locations:** DLNHC Main Office – 2750 Hugh Moore Park Road, Easton, PA 18042  
Remote – as needed
- Stipend:** This internship offers a \$1,000.00 stipend. A minimum of 80 hours in the course of the semester is necessary to receive a funded internship.

*This internship may be eligible for college credit depending on requirements of the college.*

### **Overall responsibility:**

The Delaware & Lehigh National Heritage Corridor (DLNHC) is looking for an intern to focus on mass digital communications relating to e-newsletters and social media to engage an audience of more than 15,000 people. The intern will assist the Communications Coordinator with various tasks that may include but are not limited to copy-editing, research, writing, photography, minor graphic design, and/or campaign specific tasks. This internship can be completed semi-remotely.

### **Key areas of responsibility:**

- Assist with the creation of monthly Along the Corridor e-newsletter. This involves researching local events within the five-county National Heritage Corridor and creating simple graphics and written blurbs to accompany them.
- Create content for multiple DLNHC social media platforms including Facebook, Instagram, Twitter, LinkedIn, etc. This includes visual and written content with the possibility for audio and video content if relevant.
- Build a bank of evergreen content to be used across social media platforms. This includes visual and written content.
- Meet with the Communications Coordinator a few times a week to report on progress.

**Term of internship:** Fall/Winter 2023 (flexible dates)

### **Qualifications:**

- Strong command of the English language in written, verbal, and editing capacities and the ability to adhere to branding guidelines.
- Familiarity with social media content creation and calendar management.
- Organizational skills to effectively manage multiple projects from inception to completion, adhering to deadlines.

- Skills to perform basic computer functions (i.e., Microsoft Suite, Outlook, etc.)
- Ability to work independently as well as with other individuals at all levels across multiple functions.
- Willingness to gain familiarity with cultural, industrial and environmental history of the Delaware & Lehigh National Heritage Corridor.
- Experience with graphic design platforms like Canva or those of Adobe Creative Suite preferred but not required.

**Benefits:**

- Gain experience with marketing in relation to non-profits.
- Produce materials that can be added to design and writing portfolios.
- Learn about the mass communications of a mid-sized non-profit that covers multiple fields including historic preservation, outdoor recreation, conservation, and economic development.
- Access to audio and visual equipment (including DSLRs, mics, go Pros, and more) for the duration of the internship.
- Opportunity to practice with Adobe Creative Suite and Canva for the duration of the internship.
- Access to the National Canal Museum collections and archives.

**Background:** The Delaware & Lehigh National Heritage Corridor (DLNHC) 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:

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Internship Supervisor:

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Intern:

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Intern Full Name (Print):

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Intern Home Address: \_\_\_\_\_

Intern Email: \_\_\_\_\_

*The Delaware & Lehigh National Heritage Corridor, Inc. (DLNHC) 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.*