



BIMPRD
7666 NE High School Road
Bainbridge Island, WA 98110

Marketing and Special Events Internship Position Announcement: ***BIMPRD, Marketing and Special Events***

The Bainbridge Island Metropolitan Park & Recreation District (BIMPRD) invites applications for an internship in parks and recreation focused on Marketing and Special Events. This program is designed to provide the intern with firsthand knowledge and understanding of the marketing and communication functions of a park and recreation district. Interns will work with District staff to implement marketing of programs, facilities, special events, special projects, and the agency image to the public through news publications, special publications, website, promotional events, and social media. Students will be provided the opportunity to integrate and apply knowledge, theory and understanding from the academic setting to the working environment.

Bainbridge Island has a population of 24,000 and access to downtown Seattle by ferry service and to the Kitsap Peninsula via bridge. Since its formation in 1965, the Park District has grown to meet the growing needs of island residents. There are currently 1,500 acres of park land with many miles of trails and open spaces as well as numerous recreation facilities. The District offers a robust variety of community programs—one of the most active for communities under 50,000 people. Check biparks.org for a complete listing.

As a standalone park district, BIMPRD does not fall under the auspices of a city administration. The Marketing department is small but is focused exclusively on parks and recreation. This internship will involve plenty of “hands-on” experience and a chance to experience all aspects of marketing and promoting parks and recreation and conducting special events.

MINIMUM QUALIFICATIONS:

- Applicants must:
 - Be currently enrolled at an institution of higher education either as an undergraduate junior or higher, or as a graduate student
 - Knowledge and/or experience working within the parks and recreation field
 - Proficient computer skills and strong written and oral communication skills
 - A strong interest in learning all aspects of marketing as it relates to parks and recreation, including but not limited to: Program guide development, program publicity, community communication, community events promotion and development
 - Demonstrates good leadership, sound judgment and the ability to adapt to new situations

JOB DESCRIPTION

- Assist in developing District publications
- Marketing research projects including evaluating analytics, surveys, and tracking
- Assist with special event programming and implementation
- Assist with web site
- Drafting news releases to various media
- Assisting a variety of Recreation Managers with program promotion and special projects

JOB RESPONSIBILITIES

Job responsibilities include, but are not limited to, assisting the Supervising Manager in:

- Planning and implementation of special events such as the annual egg hunt, concerts, movies, Shakespeare in the park, pool parties and a variety of other events;
- Developing posters and other promotional items;
- Preparing photos and other graphics for use in District publications and website;
- Research, development and implementation of Social Media.
- Responsibilities will vary depending upon the interests and expertise of the intern.

COMPENSATION

It is the philosophy of BIMPRD that the intern and the District form a partnership. It is the responsibility of the District staff to provide the intern with a well-rounded experience in their respective field. Housing and a monthly stipend may be offered based on availability. Housing includes free rents, paid utilities, and provided internet. Interns will have free use of the Aquatic Center and be eligible for 50% off selected District classes.

APPLICATION PROCESS

Prospective interns must obtain approval of their academic advisor prior to contacting BIMPRD. Prospective applicants must then complete the BIMPRD Employment Application and Internship Application, located at www.biparks.org. Applications will be accepted until the listed deadline or the position is filled. Please attach a current copy of your resume, cover letter and current certifications to your application.

CONTACT INFORMATION

Internship Committee
BIMPRD
7666 NE High School Rd
Bainbridge Island, WA 98110
Email: info@biparks.org
Phone: 206-842-2306