



## MARKETING AND WEBSITE INTERNSHIP

### **About Riverfront Recapture**

Riverfront Recapture, a private, non-profit organization, is leading the effort to reconnect metropolitan Hartford with the Connecticut River and provide community access to the waterfront through four beautiful parks in Hartford and East Hartford. The Riverfront park system and public recreational facilities draw hundreds of thousands of visitors to the waterfront every year. Riverfront Recapture is an Equal Opportunity Employer.

### **Major purpose of the position**

To support the marketing and communications function at Riverfront Recapture while the Marketing and Communications Manager is on temporary leave.

### **Reports to**

Marketing Communications Manager and Public Events Manager

### **Time requirements**

Training during weeks of April 4<sup>th</sup> and April 11<sup>th</sup>. Minimum 15 hours per week, from May 9<sup>th</sup>, 2011 through August 21st, 2011 (approximate). Must be willing to work some weekends at Riverfront Public Events.

### **Compensation**

Stipend

### **Duties and Responsibilities**

- Update company website using Expression Engine CSS System (training provided) and Photoshop
- Create and edit email newsletters (e-blast) using Dreamweaver and distribute via Mailchimp
- Create and edit press releases using MS Word, distribute via MS Outlook
- Create and edit marketing documents using MS Publisher and Photoshop
- Develop Riverfront Recapture's Facebook page and update with approved material
- On-site marketing at public events
- Handle other marketing tasks as they arise

### **Qualifications, Experience and Skills**

- Must know the following programs: Photoshop, Dreamweaver, MS Publisher, and MS Word
- Knowledge of HTML and MS Outlook preferred but not required
- Excellent communication skills including writing and telephone correspondence
- Ability to problem solve and troubleshoot
- Excellent time management and organizational skills
- Flexible schedule
- Valid driver's license with reliable transportation

### **Education**

Pursuing or completed B.A. / B.S. in related field; Must at least be pursuing fourth year in college

**TO APPLY:** Please submit resume and cover letter by **Friday, February 11<sup>th</sup>, 2011**, either by email to [newsletter@riverfront.org](mailto:newsletter@riverfront.org) or fax to 860.713.3138. No calls please.