



## Internship Opportunity: Outreach Intern

### Overview

The ENC is looking for a responsible and outgoing individual who has a passion for marketing, outreach, and environmental education. As an intern, you will be responsible for setting up booths to represent the ENC at various events as well as assisting the full-time staff with Savor OC restaurant recruitment, research, developing educational props, and helping with onsite and offsite programs.

**Position:** Outreach Intern (6 – 8 hours per week with flexible schedule, including occasional weekends and evenings)

**Pay Rate:** Unpaid, class credit with school approval.

### JOB DUTIES:

- Preparing materials and Managing booths at offsite events, including setup and cleanup
- Engage public at events and showcase what the ENC offers through games, interaction with an animal, and artifacts
- Working closely with the Outreach Director to recruit restaurants, develop branding, and build props for our bi-annual Savor OC events.
- Research and develop educational props for offsite outreach programs

### EXPECTED TASKS AND ASSIGNMENTS:

- Assist in the management of day-to-day proactive recruiting for “Savor OC” Faires and develop an online marketing package as well as a pdf that can be sent to restaurants.
- Take old restaurant database files and update, adding new restaurants that share the same value as the ENC.
- Start a “Interview a Local Restaurant” Campaign, meeting with and interviewing local, organic, fair-trade restaurants that exemplify environmental ethics and standards.
- Brand the “Savor OC” Food Faire, creating a logo, a tagline, and signage to hang at the events. Organize materials into a labeled storage container.
- Use Social Media at events to show ENC support for these events while notifying attendees of the ENC’s presence.
- Become an advocate for the Organization and manage a booth at various events throughout the internship, managing and executing all the details from information gathering prior to the event, preparations, planning and attending the actual event, as well as followup.

- Develop a strategy and implement a proactive process for year-round outreach booth efforts.
- Monitor effective benchmarks (best practices) for measuring the impact of Outreach Booths.
- Assist Outreach Director with odd jobs of educational prop maintenance and curricula planning.

#### **SUPERVISOR TRAINING TECHNIQUES:**

- Introductory walk through of center, non-profit and mission.
- List the above tasks and create a deadline to work within for each detailed task.
- Train on-site and offsite for each of the tasks, working one on one with the student to ensure everything is understood.
- Assess level of skills and teach where skills are lacking.
- Review tasks and offer feedback and demonstrations to encourage growth
- Review all completed tasks and offer any assistance with further growth.

#### **SKILLS AND EXPERIENCE:**

- Highly detail-oriented and organized
- Dependable and reliable
- Can think critically, creatively, and thoughtfully to execute project-based assignment
- Ability to use of a personal computer and current Office software applications.
- Ability to communicate effectively both orally and in writing in English.
- Comfortable around animals, kids and people
- Experience interacting with the public in a fast-paced environment

#### **SPECIAL REQUIREMENTS**

Must have reliable transportation to and from the facility and offsite events. Must be willing and able to work evenings, weekends, and holidays as needed.

#### **APPLICATION AND SUPERVISOR INFORMATION:**

Resumes may be submitted via email: sama@encenter.org. For additional information, please call Sama at (949) 645-8489 ext. 113. Recruitment is ongoing.

The Environmental Nature Center will review applications. Applicants with the most pertinent experience, education and training may be invited for an interview. The Environmental Nature Center is an equal opportunity employer.

#### **Learning Outcomes:**

By the end of the internship, students will be able to:

1. Prepare materials for and manage event booths at offsite events (marketing).
2. Engage the public at events and showcase what the ENC offers through games, interaction with an animal, and artifacts.
3. Help develop branding, including creating a logo, a tagline, and signage to hang at the events.
4. Research and develop educational props for outreach programs
5. Develop an online marketing package for potential sponsors.
6. Use Social Media at events.
7. Monitor effective benchmarks (best practices) for measuring the impact of outreach.