

SUMMER
2012

Internship opportunities

CITY OF
SAN LUIS
OBISPO **PARKS AND RECREATION**

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Deadline Tuesday, May 1

Submit Application Form AND Resumes to

Shannon Bates, Recreation Manager, at sbates@slocity.org

SUMMER Internship opportunity

COMMUNICATIONS & MARKETING

Hours per week: negotiable

Salary: College Credit Only (Must be enrolled in a college credit intern program)

SUMMARY: To plan and conduct strategic public relations and marketing promotions for programs and events offered by the City of San Luis Obispo Parks and Recreation Department.

SUPERVISION RECEIVED:

Intern will receive direct supervision from the Communications & Marketing Specialist.

DUTIES AND RESPONSIBILITIES:

Assist the Communications & Marketing Specialist with the following:

- Coordinate all areas of municipal public relations including strategizing, creating, designing, editing, managing and evaluating all forms of promotion for the Parks and Recreation Department
- Implement and maintain social media marketing campaign
- Design and distribute monthly newsletters and mass email distribution
- Manage media list and distribute press releases
- Create flyers, posters and brochures
- Schedule and design print media advertisements
- Maintain Department Webpage
- Edit and submit City-wide publications including Council Notes
- Develop video slides for the Government Access Channel
- Plan and conduct special marketing projects as assigned

DESIRED KNOWLEDGE:

- Excellent written and verbal communication
- Associated Press Style
- Adobe Design Suite

EDUCATION LEVEL:

Junior or Senior standing

Preferred Majors: Journalism, Marketing/Advertising, Graphic Design, Business

SUMMER Internship opportunity

RANGER SERVICE / ENVIRONMENTAL EDUCATION

Hours per week: negotiable

Salary: College Credit Only (Must be enrolled in a college credit intern program)

SUMMARY: To assist the Ranger Service with preservation of City Open Spaces and to plan and implement youth Environmental Education programs.

SUPERVISION RECEIVED:

Intern will receive direct supervision from the Ranger Service staff.

DUTIES AND RESPONSIBILITIES:

Assist the Ranger Service staff with the following:

- Creation and instruction of Jr. Ranger Camp utilizing environmental education lessons and activities appropriate for children ages 7-10
- Regular maintenance of trails, open spaces and mitigation areas
- Patrol of trails, parks and open spaces
- Grant Research
- Other projects and duties as assigned

DESIRED KNOWLEDGE/EXPERIENCE:

- Excellent written and verbal communication
- Experience working with youth
- Experience teaching Environmental Education
- Trail maintenance experience

EDUCATION LEVEL: Junior or Senior standing

Preferred Majors: Recreation, Parks and Tourism Administration, Forestry and Natural Resources and Environmental Management & Protection

SUMMER Internship opportunity

SLO TRIATHLON (VOLUNTEER COORDINATOR)

Hours per week: negotiable

Salary: College Credit Only (Must be enrolled in a college credit intern program)

SUMMARY: Assist in the recruitment of over 300 volunteers for the 2012 SLO Triathlon; event on Sunday, July 22. Manage the placement of volunteers during the 2012 Triathlon.

SUPERVISION RECEIVED:

Intern will receive direct supervision from the Recreational Sports Supervisor

DUTIES AND RESPONSIBILITIES:

Assist the Recreation Supervisor with the following:

- Recruitment of over 300 volunteers for the 2012 SLO Triathlon
- Organization of the volunteer area during the 2012 Triathlon
- Placement of all volunteers during the 2012 Triathlon
- Securing of donations for the 2012 Triathlon

DESIRED KNOWLEDGE:

- Excellent written and verbal communication skills
- General computer knowledge necessary
- Excellent written and verbal communication
- Organizational skills

EDUCATION LEVEL:

Junior or Senior standing

Preferred Majors: Recreation, Parks and Tourism Administration or related subjects

SUMMER Internship opportunity

YOUTH SERVICES PROGRAMS

Hours per week: 15-40

Salary: College Credit Only (Must be enrolled in a college credit intern program)

SUMMARY:

Various intern opportunities are available within the Youth Services Division. Student interns may gain experience in program planning, program implementation, marketing/promotion and special projects.

SUPERVISION RECEIVED:

Intern will receive direct supervision from the Youth Services Recreation Supervisor.

DUTIES AND RESPONSIBILITIES:

Assist the Youth Services Division with the following:

- Marketing and promotions
- Administrative duties related to summer camp operations
- Special events planning and implementation
- Jr. Giant's program planning and marketing
- Planning of SLO Teens program
- Program development of high school empowerment project, ImpactSLO
- Creation of a student leadership and service learning program model for youth in high school

DESIRED KNOWLEDGE:

- Basic knowledge of Child Development
- General computer knowledge necessary
- Organizational skills a plus

EDUCATION LEVEL: Junior or Senior standing

Preferred Majors: Recreation, Parks and Tourism Administration, Kinesiology, Child Development, Liberal Studies (other majors considered)



Internship opportunities

CITY OF SAN LUIS OBISPO **PARKS AND RECREATION**
APPLICATION

NAME:	
E-MAIL:	
PHONE #:	
MAJOR:	

I AM INTERESTED IN THE FOLLOWING SUMMER 2012 INTERNSHIP OPPORTUNITIES:

- Communications & Marketing Internship
- Ranger Service/Environmental Education Internships (2)
- SLO Triathlon (Volunteers Coordinator)
- Youth Services Internship

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