



HIGH LINE CANAL

CONSERVANCY

Connecting Communities—Connecting Nature
from the foothills to the plains

~ Communications & Marketing Internship~ February 2023

Title: Communications & Marketing Intern
Duration: March – December 2023
Work Days: Part-time, ~10 hours/week
Compensation: \$20/hour

High Line Canal

An extraordinary feat of engineering now nearly 140 years old, the 71-mile-long Canal is outliving its historic function as an irrigation utility and has taken on new life as a recreational resource and green stormwater infrastructure. As the Canal transitions from its historic purpose, the High Line Canal Conservancy (Conservancy) is faced with an urgent need to move forward critical enhancements and stewardship that bolster community resiliency and environmental health.

High Line Canal Conservancy

The Conservancy is a nonprofit organization with the mission to preserve, protect and enhance the High Line Canal in partnership with the public. Since its formation in 2014, the Conservancy has partnered with the Canal's owner, Denver Water, and the 11 jurisdictions it traverses to lead an unprecedented outreach and planning initiative that has led to the current focus to improve the Canal through capital projects and community programs. With engagement from over 5,000 stakeholders and invaluable initial support from GOCO, the Conservancy created the nationally award-winning *Community Vision Plan for the High Line Canal* ([The Vision Plan](#), 2017) and *The Plan for the High Line Canal* ([The Plan](#), 2019).

The Plan lays out clear guidance for re-purposing the historic Canal, improving the health of people and the environment, and increasing accessibility and enjoyment for generations to come. With over 100 recommended projects, The Plan is guiding the work of the Conservancy and the local governments along the Canal to prioritize work in under-resourced neighborhoods with less access to quality park space. In support of this work, the Conservancy also leads a series of volunteer, stewardship and environmental education programs that support the development of young and diverse environmental leaders with over 500 unique participants to date.

Learn more about the Canal and the Conservancy at www.highlinecanal.org.

Position Summary

This position provides the opportunity to plan and execute communication and marketing efforts for internal and external stakeholders. The Communications and Marketing Intern (Intern) will support research, planning, execution and analytics tracking of Conservancy marketing. The Intern will report to the Communications and Marketing Manager. The following lists potential tasks required of the Intern:

- Research trends and innovations in the communications and marketing field, especially as they relate to the nonprofit sector and outdoor/ecological focused agencies
- Research articles related to Conservancy work to share out and help educate our audience
- Participate in planning and brainstorming sessions to help establish strategy

- Support email marketing through list pulls, copy drafting and design drafts
- Support social media efforts by working across departments to collect content then draft posts and follow agency guidelines to create images
- Update website for SEO improvement and to ensure all content is current and relevant
- Support collateral creation and execution which may include drafting copy, designing and coordinating with printer to publish materials
- Help capture photo and video content for general use and specific campaigns
- Report on analytics for website, social media, email and other marketing materials to track efficacy and help drive decision making for future materials
- Administrative duties as assigned to support overall marketing efficiency and effectiveness (may include duties such as organizing marketing folders, organizing photos and updating Flickr account)
- Other duties as assigned

Qualifications

- A passion for communications, marketing, community engagement and the nonprofit or mission driven sector
- Demonstrates an understanding of and commitment to the long-term mission and value of the Conservancy
- A quick learner who takes feedback and implements changes into their work to grow and improve
- Adaptable and demonstrates a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency
- Ability to work independently and cooperatively with colleagues in a small-team environment, to anticipate and solve problems
- Self-motivated and highly organized with tremendous attention to detail and an ability to multi-task
- Strong communication skills
- Proficient in Microsoft Word, Excel, PowerPoint and Outlook
- Familiarity with Adobe Creative Suite, Canva, Wordpress and Raiser's Edge is a plus
- Photography and videography skills are a plus
- An interest in conservation and/or the outdoors is a plus
- Spanish language skills a plus
- Available to work during evenings and weekends as needed

Application Instructions

Applicants are encouraged to apply by sending a resume and, in lieu of a cover letter, [answers to four questions here to help us get to know you better](#). Please send both documents as PDF attachments in an email to employment@highlinecanal.org. No phone calls, please.

Application Deadline: Open until filled

The Conservancy is dedicated to the principles of equal opportunity for all employees, applicants, volunteers, program and event participants, trail users and visitors, partners, and other organizational stakeholders. We prohibit unlawful discrimination and harassment based on age, race, sex, color, religion, creed, national origin or ancestry, disability, military status, genetic information, native language, sexual orientation, transgender status, gender identity, gender expression, marital status, gender, veteran status, political service, and affiliation or any other status protected by applicable state or local law. This prohibition includes unlawful harassment based on any of these protected classes.

Unlawful harassment includes verbal or physical conduct which has the purpose or effect of substantially interfering with an individual's work performance or creating an intimidating, hostile or offensive work environment. This policy applies to all employees, including managers, supervisors, co-workers and non-employees such as customers, clients, vendors, consultants, etc.



Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply to jobs unless they meet every qualification. At the Conservancy we are dedicated to building a diverse, inclusive, and authentic workplace. If you are interested in this role but your experience does not check all of the boxes, we encourage you to go ahead and apply. You may be the right candidate for this or another role in our organization.

