



Community Marketing Intern Volunteer Position Description

SUMMARY:

Much of the success of Science Center events and programs can be attributed to word of mouth...and you are the best form of advertising the Science Center can utilize! The Community Marketing Intern, along with a group of dedicated volunteers known as the Street Team, will provide support to the Marketing department at events such as parades, festivals and various outreaches throughout the community, as well as handing out fliers leading up to an event. While informing the community about upcoming events at Kentucky Science Center, volunteers will have the chance to partake in the community's cultural offerings, connect with a wide variety of community members, and serve as Ambassadors of Science Literacy. The Community Marketing Intern will be responsible for arranging opportunities with local business and events as well as overseeing the Street Team.

KEY RESPONSIBILITIES:

- Act as ambassador for the Kentucky Science Center
- Research local events and coordinate with event staff
- Oversees the Street Team including scheduling of Street Team Members and coordinating of marketing materials
- Distribute marketing materials, including flyers, rack cards, etc., to the community during local events.
- Deliver promotional materials to local businesses
- Assist with a variety of questions about the Science Center
- Be knowledgeable about the Kentucky Science Center
- Other duties as assigned and based on the needs of the department

QUALIFICATIONS:

- Reliable, punctual, honest, and friendly
- Organized, dependable and responsible; able to work with limited direct supervision
- Ability to follow verbal and written instructions
- Must pass a background check

TIME COMMITMENT:

The Community Marketing Intern is asked for a minimum service commitment of six months (April– August) with 2 or more hours of service per event.

TRAINING:

All volunteers participate in the New Volunteer Orientation. Community Marketing Intern will also receive on-the-job training based on individual projects within the departments. Volunteers will also have the opportunity to participate in customer service and emergency procedures trainings as well as a behind the scenes tour of the Science Center.

IMPACT ON THE SCIENCE CENTER:

By supporting the Kentucky Science Center's various departments with Marketing support, we are better able to meet the Science Center's mission, achieve strategic goals, and maximize the visitor's experience.

The Kentucky Science Center reserves the right to revise this Position Description, as it deems necessary.