



## **Summer Marketing Internship Opportunity at Allegheny RiverTrail Park**

Are you passionate about photography, videography, event planning, social media, and making a positive impact in the community? Allegheny RiverTrail Park is seeking a dynamic and creative Summer Intern to join our team and help us capture the magic of our park while supporting various aspects of our operations.

**Position Title:** Summer Intern

**Location:** Allegheny RiverTrail Park, Pittsburgh, PA

**Duration:** May – September based on candidate availability (approximately 10-12 weeks)

### **Responsibilities:**

#### **1. Photography and Videography:**

- Capture high-quality photos and videos showcasing the beauty of Allegheny RiverTrail Park, events, activities, and community engagement.
- Edit and organize media content for use in marketing materials, social media, and promotional campaigns.
- Collaborate with Park Operations team to develop educational digital content

#### **2. Event Planning and Operations Assistance:**

- Assist in the planning and coordination of park events, including fundraisers, summer camps, concerts, and more.
- Help with logistics, setup, and coordination of event activities.
- Assist with other projects and tasks that support park operations, events, and marketing as needed.

#### **3. Social Media and Marketing:**

- Contribute to creating engaging content for social media platforms such as Facebook and Instagram.
- Conduct market research to analyze social media trends and opportunities
- Utilize various online and print resources to promote park events and fundraising
- Track and maintain marketing budget

#### **4. Donor Software Database:**

- Assist in maintaining and updating donor information using donor software/database.
- Support the development team in donor communications, acknowledgments, and reporting.

#### **5. Website Calendar Update:**

- Update and maintain the park's website calendar with upcoming events, programs, and activities.



- Ensure accuracy and completeness of event details and schedule.

**Qualifications:**

- Currently enrolled in or recent graduate of a relevant degree program (e.g., Communications, Marketing, Photography, Event Management, etc.).
- Strong photography and videography skills, with proficiency in editing software/tools.
- Excellent written and verbal communication skills.
- Familiarity with social media platforms and best practices.
- Detail-oriented, organized, and able to multitask in a fast-paced environment.
- Positive attitude, creativity, and a passion for community engagement and outdoor activities.

**Benefits:**

- Hands-on experience in photography, event planning, social media management, donor relations, and website management within a nonprofit setting.
- Opportunity to network with professionals in the park management and nonprofit sectors.
- Flexible schedule and potential for remote work depending on project requirements.

**How to Apply:** Interested candidates should submit a resume, cover letter, and portfolio (if applicable) to [Jobs@alleghenyrivertrailpark.org](mailto:Jobs@alleghenyrivertrailpark.org) by May 1, 2026. Please specify "Marketing Intern Application" in the subject line. Applications will be reviewed on a rolling basis.

Join us in creating memorable experiences and promoting community well-being at Allegheny RiverTrail Park!