



SUMMER INTERNSHIP MARKETING & EVENTS INTERN

The Green Lake Association is pleased to announce a summer internship opportunity for a Marketing & Events Intern. This individual will support community outreach, event representation, and marketing communications throughout the summer season. The intern will help ensure the Green Lake Association has a strong, welcoming presence at key community events while also assisting the Communications Team with event promotion, digital communications, and basic website updates.

This is a paid, limited-term employment position that will run approximately from the end of May through the end of August 2026 (flexibility regarding school schedules will be considered). This position will work 32 hours per week (Tuesday–Friday) and will report to the Communications Manager. This position may occasionally require working evenings and weekends, with advanced notice.

ABOUT THE GREEN LAKE ASSOCIATION

The Green Lake Association is an environmental non-profit safeguarding Big Green Lake, Wisconsin's deepest natural inland lake. This small, committed organization is tackling the greatest water quality challenge of our time to protect the lake our community depends on. Through phosphorus reduction and aquatic invasive species mitigation, the Green Lake Association is building a healthy, resilient watershed that creates a clean, restored Green Lake for years to come.

ROLES & RESPONSIBILITIES

The Marketing & Events Intern assists with various communications and outreach activities, involving a combination of in-person community engagement and office-based marketing support. This role will primarily report to the Communications Manager and may assist other GLA staff members as needed.

The following responsibilities are normal for this position, though these are not exclusive or all-inclusive. Other duties may be required as directed by the Communications Manager.

Community Outreach & Event Representation (40%)

- Represent the Green Lake Association at community events and public gatherings, including (but not limited to) **Friday Farmers Markets** and **Harvest Fest**
- Staff GLA tables and help create a welcoming, approachable presence in the community

- Engage with residents and visitors by answering basic questions, sharing information, and encouraging involvement (events, volunteering, membership, etc.)
- Assist with event set-up and take-down (display materials, signage, outreach supplies)
- Share observations and community feedback with the Communications Team to help inform messaging and outreach strategies
- Help stock, organize, and maintain outreach supplies and GLA swag for community events
- Track what materials are running low and communicate restocking needs to the Communications Team
- Prepare materials for events and outreach (giveaways, brochures, sign-up sheets, etc.)

Event Promotion & Community Marketing (20%)

- Support promotion of GLA summer events and programs through poster and flyer distribution
- Help coordinate outreach to local businesses, community boards, and partner locations for promotion placement
- Assist with preparing event materials such as signage, handouts, and community-facing resources

Digital Communications & Community Management (20%)

- Assist with creating and scheduling basic social media content (event reminders, photos, simple captions, story updates)
- Help monitor and respond to basic community engagement on social media (comments/messages), escalating questions as needed
- Support email communications such as event promotions, reminders, and newsletter content

Website Support (Wix) (10%)

- Assist with basic website maintenance and updates using **Wix**
- Help post and update event details, dates, and simple web content as directed
- Support timely updates to keep public-facing information current and easy to find

Community Impact Project: Digital Asset Organization (10%)

- Support an ongoing project to build a simple **digital asset management system** using Google Drive
- Organize and label photos, videos, graphics, templates, and outreach materials for easy team access and reuse
- Help implement consistent file naming and folder structure to improve efficiency and collaboration

KEY DATES / WEEKEND REQUIREMENTS

This position includes some evening and weekend commitments, including:

- **Saturday, June 20, 2026 – State of the Lake Breakfast & Annual Meeting**
- **Saturday, August 1, 2026 – The Lake Ball**

Additional weekend or evening hours may be scheduled with advance notice based on community event needs.

MINIMUM QUALIFICATIONS

- Pursuing higher education in communications, marketing, public relations, journalism, environmental studies, nonprofit management, or a related field (or equivalent experience/interest)
- Proficiency in Google Workspace (Docs, Drive, Sheets) and/or Microsoft Office
- Strong interpersonal communication skills and comfort engaging with the public
- Comfortable with social media platforms (especially Facebook and Instagram)
- Organized, dependable, and able to manage multiple tasks with follow-through
- Attention to detail and ability to complete projects from start to finish
- Ability to work independently and collaborate as part of a small team
- Access to reliable transportation; mileage may be reimbursed if a personal vehicle is needed for job-related activities

Preferred (not required):

- Experience with Canva
- Familiarity with Wix or website editing platforms
- Interest in environmental stewardship, community engagement, and nonprofit communications
- Basic photography/video skills

In evaluating candidates for this position, the GLA may consider a combination of education, training, and experience which provides the necessary knowledge, skills, and abilities to perform the duties of the position, as stated in Roles and Responsibilities.

BENEFITS & OFFICE ENVIRONMENT

This is a **paid internship** with a schedule of **32 hours per week (Tuesday–Friday)** over the summer season. The office is located inside **Town Square**, a community center in the heart of downtown Green Lake, WI. Mileage reimbursement may be available if the use of a personal vehicle is needed for job-related activities.

APPLICATION PROCESS

This position will remain open until filled. To apply, please send the following materials to Kristen Rasmussen, Director of Communication, at kristen@greenlakeassociation.org

1. A brief cover letter describing why you are interested and qualified for the position
2. A resume summarizing relevant education and experience

Applications will be acknowledged and reviewed when submitted. Interviews with the most qualified candidates will be scheduled on a mutually convenient date. References may be requested from top candidates.