



## **Part-Time Marketing Intern**

The Wisconsin Bike Fed is a statewide non-profit advocacy and education organization working to make Wisconsin the best place to ride a bike. We are looking for a team member who can help us promote our programs and mission as well as maintain necessary databases and communications.

Position Summary: The **Part-Time Marketing Intern** is focused on supporting marketing and promotion efforts for a wide variety of education and advocacy programs, events, and campaigns for support of the Bike Fed. This position works with the Communications Manager, Bike Fed staff members, and occasionally local media. Flexibility, strong organization skills, multitasking and excellent visual, written and oral communication are all requirements of this position.

### **Duties and Responsibilities May Include:**

- Update and maintain the Bike Fed's media contact list for press releases.
- Prepare press releases with graphics/images.
- Create engaging social media content
- Assist with preparation of the Bike Fed's weekly e-newsletter and occasional targeted email communications.
- Create marketing design materials such as flyers, digital graphics.
- Occasional event and program photography.
- Archive Instagram links
- Track Google Alerts for media mentions
- Add Bike Fed events to community event calendars

### **Skills and Qualifications:**

- Familiarity with current social media and experience using them on behalf of a brand.
- Marketing/Journalism or related career/education goals preferred
- Experience with Google suite
- Proficiency with Adobe Creative Suite required (Illustrator, Photoshop or InDesign) a plus.
- Knowledge of Canva, Wordpress websites, social media tools, video editing software.
- Photography and videography experience
- Email marketing experience within Mailchimp or similar .
- Detail oriented with strong organizational and problem-solving skills.

- Self-motivated, reliable, able to multi-task and set priorities. Ability to work independently and as part of a team. Ability to meet deadlines.
- Affinity with the overall mission of the Wisconsin Bike Fed.
- Ability to ride a bike is preferred as some tasks will be taking photos of group rides and programs happening by bike.

### **Working Conditions:**

- Work Location: Wisconsin Bike Fed Office, with flexibility to work from home as needed. Occasionally may require travel within the state for events or meetings with staff.
- Work Schedule: Flexible
- Physical Requirements: Sitting for prolonged periods, typing on a computer keyboard, lifting objects of 25 pounds or less
- Equipment Used: Computer, audio-visual systems, printer/copier, cameras. Bike Fed has a DSLR camera to use.
- Supervisory Responsibilities: No direct supervision of staff, but may work with staff and volunteers
- Salary: Possible to be a Part time hourly staff position or Contracted Freelancer depending on candidates preferences. Range negotiable depending on status. 8 -16 hours a week average.

To apply: send resume with links to portfolio or work examples and wage range requirements to [info@wisconsinbikefed.org](mailto:info@wisconsinbikefed.org) with name and position applied for in the subject line by. Rolling interviews will be held as applications come in and scheduling allows.

*The Wisconsin Bike Fed is an Equal Opportunity Employer. It is our policy to make all personnel decisions without discriminating on the basis of race, color, creed, religion, sex, physical disability, mental disability, age, marital status, sexual orientation, citizenship status, national or ethnic origin and any other protected status.*