



Position: External Affairs Intern

Deadline to Apply: Monday, January 21, 2013

Organization Description:

Grow Pittsburgh was established in 2005. The organization incorporated as a nonprofit organization in 2008 after four successful programs had been established: *Braddock Farms*, a social enterprise that raises vegetables for local restaurants and provides jobs and locally grown food for Braddock residents; *The Edible Schoolyard*, an elementary school gardening program that uses the seed to table model to educate children about where their food comes from through physical gardens; *The Frick Project*, a greenhouse and garden operation that grows plant starts for local garden initiatives as well as produce for restaurant sales; and *The Summer Intern* program that uses agriculture as a platform for leadership skill development and environmental education. In 2010, the organization launched *City Growers*. This initiative is meant to encourage community vegetable gardening by providing technical assistance in the set up of gardens on vacant land in the city.

Job description:

Grow Pittsburgh seeks to give the External Affairs (EA) intern a well rounded experience, touching on many aspects of the organization. The EA intern will assist in event planning for our large scale fundraiser- A Taste of Grow Pittsburgh, help market, execute and process a refreshed Grow Pittsburgh Annual Membership program, write four seasonal e-newsletters as well as help expand Grow Pittsburgh's visibility throughout the greater Pittsburgh community through tabling and volunteer events.

Hours and Timeline: This is a graduate internship opportunity for 8-10 hours per week during the school year and upwards of 40 hours a week for 10 weeks during the summer months. The specific days and number of hours are flexible and can be negotiated based on class schedule.

Duration: February 2013-December 2013

Key Areas of Responsibility:

Development and Individual Membership:

- Help maintain and grow the Grow Pittsburgh Annual Membership: -prospects, enrollment, process acknowledgement and renewal.
- Membership processing- mail out letters, thank you gifts etc in a timely manner.
- Maintain the salesforce CRM
- Write and mail thank you letters to business partners in a timely manner.

Marketing:

- Attract new restaurant participants for our monthly fundraising dinner series, Let Us Eat, for 2014
- Manage monthly Let Us Eat marketing
 - Create monthly constant contact emails for each month
 - Print, create and deliver marketing materials to each restaurant
- Increase the use of La Prima Espresso Grow Pittsburgh blend coffees at new restaurants, cafes, etc

Event Planning and Tabling:

- Participate in Farmers Markets and other events (perhaps on short notice during the summer and fall months) to market Grow Pittsburgh by engaging people in conversation about our programs and mission
- Request donations for special events via email and in person
- Assist in planning of annual fundraising event, A Taste of Grow Pittsburgh

Volunteer Management:

- Greet, sign-in, photograph, post pictures to social media and participate in the Monthly Volunteer Project (MVP's)– specifically at Braddock Farms on specified days and other projects like Edible Schoolyard, City Growers etc.

Communications:

- Write four quarterly seasonal e-newsletters for organization (spring, summer, fall and winter)
- Write content for ad hoc events to be sent via email
- Maintain website event page/calendar and post to social media sites

Qualifications:

- Federal Work Study Eligible graduate student preferred
- Passionate about urban agriculture and Grow Pittsburgh's mission
- Strong written and oral communication skills
- Good interpersonal communication skills
- Creative problem solver
- Motivated and hard-working
- Out-going , friendly and able to work with groups of people including volunteers
- Experience with social media from an organizational point of view
- Access to a reliable vehicle
- Flexible and dynamic schedule- evening and weekend work required especially during the summer months
- Able to lift up to 30 pounds

- Able to work outdoors in the summer months (heat, humidity and rain)
- Strong computer skills: proficient in Microsoft Word, Excel, PowerPoint, Publisher or Mac Pages
- Previous job experience with communications, marketing or development preferred but not required.
- Experience with salesforce, CRM, Access or a donor database is preferred but not required.

Details:

Location: Grow Pittsburgh Office 6587 Hamilton Avenue #2W, Pittsburgh, PA 15206

To Apply:

This internship is for currently enrolled graduate students.

Interested students should apply by emailing a cover letter and resume to Kate Hickey at:

khickey@growpittsburgh.org

More information about Grow Pittsburgh and its programs can be found at www.growpittsburgh.org