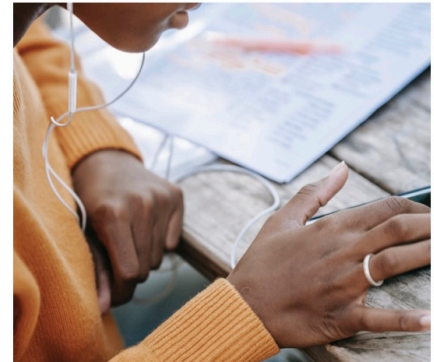
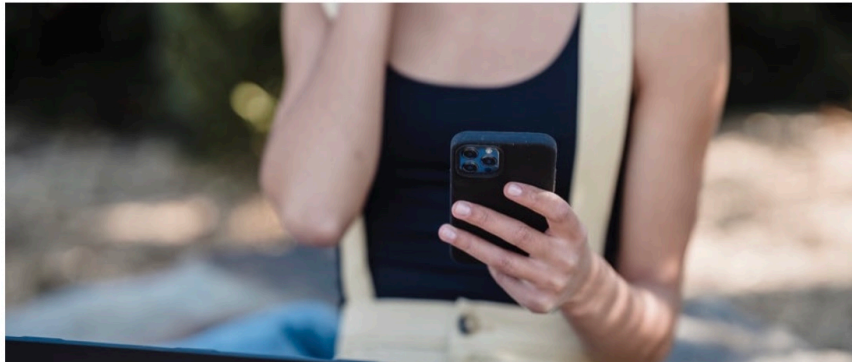

BUTTERFLY OUTDOORS, LLC



Job Announcement — Marketing Internship

Opening & Closing Dates: September 15, 2021 — October 15, 2021

Location: Remote

Hiring Manager: Kate Gribbin, Founder and Lead Naturalist at Butterfly Outdoors, LLC

Contact Info: ButterflyOutdoors@gmail.com or 205-907-0910

POSITION OVERVIEW

Butterfly Outdoors is looking for a part-time, temporary marketing intern to join our team. We're searching for a self-sufficient individual interested in writing, social media, and community. This internship includes a monthly stipend and scholarship. The focus will be on marketing and promoting events and activities through social media, email communication, and member engagement. A successful intern will need to be creative, self-motivated, and pay careful attention to detail.

Currently, this internship is remote and we're accepting applicants from colleges across Alabama. *Recent graduates living in Alabama may also apply.*

The intern will report directly to the Founder and Lead Naturalist, but may work closely with other members of the Butterfly Outdoors' team. This internship expects around 20 hours per month, with a stipend of \$125/month, and a scholarship of \$500/term. Additional benefits are included as well.

POSITION DATES

October 16, 2021 through January 16, 2022 with opportunity for extension through May 16, 2022

ABOUT BUTTERFLY OUTDOORS

Our Mission

To help others explore, learn and play outdoors by leading them on nature excursions, providing opportunities for experiential education, and promoting environmental conservation.

Our Vision

We believe EVERYONE deserves a place outdoors, and when individuals and families are able to connect with nature they are happier, healthier, and more productive. At Butterfly Outdoors we hope to shape a future where natural spaces are welcoming places to EXPLORE~LEARN~PLAY for individuals and groups of all backgrounds and experiences. Until all people are comfortable and well represented outdoors our parks, wild lands, and wildlife habitats will be at greater risk. By making the outdoors accessible to all and representative of everyone we ensure both the conservation and preservation of these natural spaces for generations to come. We hope you will connect with us, and more importantly we hope you connect with nature.

Conservation and Service

Apart from paid services we also offer services to our community at no charge. These include FREE hikes and programs with our partners at the Land Trust of North Alabama, and a variety of environmental education and outreach programs with like-minded companies such as Alpha Expeditions, organizations such as the International Crane Foundation and the National Speleological Society, and state and federal land management agencies in north Alabama.

Visit www.ButterflyOutdoors.com to learn more about our team and services.

INTERNSHIP RESPONSIBILITIES

- Provide support with all marketing administrative needs
- Assist with social media management, particularly on Facebook, which includes sending direct messages, maintaining 100% response rate to comments, and monitoring and processing membership requests for three community groups
- Draft social media posts that will drive high engagement on Facebook and Instagram
- Help in the creation of monthly newsletters, including sourcing and writing content
- Assist company growth by gaining and retaining members
- Help with sourcing, writing, and formatting Website content
- Participate in team meetings and brainstorm sessions
- Provide insights and share creative ideas to improve company marketing techniques and social media reach

Qualifications

- College student studying Marketing, English, Communications, Public Relations, or related fields
 - Comprehensive knowledge of Facebook and Instagram, especially related to groups, analytics, and trends
 - Solid grammar, editing, and proofreading capabilities
 - Comfortable working with analytics and making decisions based on data
 - Strong written and verbal communication and organizational skills
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BUTTERFLY OUTDOORS, LLC

Desired Knowledge, Skills and Attributes

- Understanding and appreciation for Marketing
- Commitment to working well as a member of a team
- Strong written and verbal communication skills
- Extremely detail oriented with good organizational skills
- Proficient in word processing, presentation development, use of spreadsheets, and production of both print and social media marketing materials
- Ability to take direction but can confidently work autonomously

WHAT YOU'LL GAIN

- Letter of recommendation
- Management experience on social platforms with 1,000+ followers
- Insight into email marketing and communications
- Hands-on startup experience

Additional Benefits

- Work from home
- Flexible schedule
- Educational scholarship
- Free opportunities for outdoor recreation and community events

Review of General Information

Job Type: Internship (willing to work with professors to meet college credit criteria)

Salary: \$125/month + \$500 scholarship

Work Location: Fully Remote

HOW TO APPLY

Submit your application online <https://form.jotform.com/ButterflyOutdoors/application-form>

Email questions and supporting documents to ButterflyOutdoors@gmail.com

Butterfly Outdoors, LLC is a licensed and insured company based in Huntsville, AL. Founder and Lead Naturalist, Kate Gribbin, is a certified Wilderness First Responder, with over a decade of experience in nature-based instruction and guiding, and she holds BS and MS degrees in Forestry from Mississippi State University.

Please visit www.butterflyoutdoors.com to learn more about our mission, team, and services.
