

SAMPLE INTERNSHIP DESCRIPTION – NOT CURRENTLY OPEN – FOR INFORMATION ONLY

Marketing and Communications Intern, Sustainability Outreach Fisher Business Management

Treecology's mission is to protect Oregon's forest canopy, both urban and rural, by providing professional arborist services for new and established trees. Portland, Oregon's urban areas are filled with trees growing apart from the ecosystems in which they evolved, constricted by concrete and shaped, often harshly, to fit our parameters. Treecology's tree maintenance, tree preservation and ecological restoration services mimic natural processes, replacing the diversity and missing components in the ecosystems, and guide rather than force trees to co-exist with us.

Treecology's professional arborists are dedicated to providing the best possible tree service for our tree care clients, whether it be tree and shrub pruning, tree preservation, consulting, tree removal, tree risk assessment, cabling and bracing, tree house building or other arboricultural services.

The Treecology Intern will be a temporary part-time, position that could evolve into a long term paid position on the Treecology team. We are an established, small, family owned business seeking someone who is sustainability minded, with a desire and interest to work in the horticulture or arboriculture industry.

Position: Marketing and Communications Intern, Sustainability Outreach

Dates: 2010-2011 school year

Hours: Days and hours are flexible to the student's school schedule, must be available Mon-Fri business hours. 8 hours per week to start.

Location: Milwaukie and surrounding Eastside communities

The Intern will be responsible for:

Assisting with updating website and blog content, monthly newsletters, internet content, tree care forum participation

Researching advertising mediums and demographics, placing ads and press releases

Organizing or conducting a sustainability audit

Directing marketing efforts to target neighborhoods

Promoting sustainability program

We'd rather save this for the owner or key sales employee for now.

The Intern should possess the following skills:

Excellent interpersonal and communication skills

Proficient in Microsoft Office programs (Word, Excel,) and online resources

Highly motivated self-starter and high energy level with demonstrated ability to take initiative

Interest in horticulture, arboriculture, or tree and plant preservation and conservation

Marketing, Communications, Business, Sustainability Management or other industry related major