



PPORA Marketing Internship 2023

Overview:

Intern will support the marketing needs of the organization. They will be involved in tasks that update and improve PPORA's website designed to be the "go to" resource for all things related to outdoor recreation in the Pikes Peak region: pikespeakoutdoors.org. The main goals of the website are to connect people to information, resources, and partners to better enjoy the outdoors in the region. In addition, they will support PPORA's outdoor planning initiative by recording and organizing data from surveys and focus groups. Interns will help with other marketing research and responsibilities as noted below.

Time Requirement:

10-15 hours per week

April-June (negotiable)

Compensation:

\$17-19 per hour (commiserate with skills/experience)

Duties and Responsibilities:

Specific duties include, but may not be limited to:

- Pursue missing or incomplete data for the website, such as trails and park info
- Obtain updated outdoor organization directory information, logos, and website links
- Source images or take original photos needed to support content
- Organize and graphically present survey and focus group data
- Assist with meetings
- Assist with special events
- Assist in other marketing duties as assigned

Qualifications:

- Proficiency in WordPress, MS Word, Excel, and Outlook
- Strong attention to detail
- Strong organizational skills
- Strong follow-through on tasks
- Takes initiative/ability to work independently
- Excellent critical thinking/problem solving skills
- Excellent verbal and written communication skills



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Additional Information:

Interns will work alongside the Executive Director and Program Coordinator in their office located on the west side of Colorado Springs. The position may grow into one that allows for more freedom as to where work is conducted.

About Pikes Peak Outdoor Recreation Alliance:

Pikes Peak Outdoor Recreation Alliance (PPORA) is a 501(C)(3) exempt organization, formed in February of 2016. Our mission is to strengthen the outdoor recreation industry for the Pikes Peak region through leadership and collaboration. Our organization's pillars are to GROW, INSPIRE, STRENGTHEN, STEWARD, and ADVOCATE for outdoor recreation.