

Marketing & Communications Intern**Decatur County Parks and Recreation**

Pay: \$15.00 per hour

Schedule: Approximately 30 hours per week

Term: Based on Academic Calendar – Summer Intern

Reports To: Executive Director

Position Summary

Decatur County Parks and Recreation is seeking a creative and motivated Marketing & Communications Intern to support a growing department entering an exciting new phase — including the launch of a brand-new website and the development of a new Activity Guide.

This internship provides hands-on experience in public sector marketing, brand development, digital communications, program promotion, and community engagement. The intern will play an active role in shaping how Parks and Recreation is presented to the community while assisting with new programming ideas and promotional initiatives.

Primary Responsibilities**Brand & Print Marketing**

- Lead the creation and design of the new **Decatur County Parks & Recreation Activity Guide**
- Assist in developing brand consistency across printed and digital materials
- Create flyers, brochures, signage, and promotional materials
- Support seasonal marketing campaigns for programs, leagues, and events

Digital & Website Management

- Monitor and update the department's **new website**
- Upload program information and event details
- Ensure accuracy and consistency of online content
- Track engagement and recommend improvements

Social Media & Content Creation

- Create and schedule social media content across platforms
- Develop graphics, short-form videos, and promotional posts
- Capture photos and video at events and programs
- Monitor engagement and respond professionally to public inquiries
- Assist in building a consistent voice and brand presence

Programming & Community Engagement

- Assist staff in developing and promoting new programming ideas
- Attend staff meetings and planning sessions
- Participate in community events and tournaments to promote Parks and Recreation
- Support event setup and on-site marketing efforts

Marketing Strategy & Growth

- Research trends in parks, recreation, and sports marketing
- Assist in campaign planning and promotional strategy
- Identify opportunities to grow participation and community awareness
- Contribute creative ideas to expand the department's reach

Qualifications

- Currently enrolled in Marketing, Communications, Sports Management, Public Relations, Graphic Design, or related program
- Strong written and verbal communication skills
- Experience with Canva, Adobe Creative Suite, or similar design platforms preferred
- Familiarity with social media platforms (Facebook, Instagram, etc.)

- Organized, self-motivated, and creative
- Ability to work evenings or weekends during events when needed

What This Internship Offers

- Direct experience reporting to the Executive Director
- Portfolio-building experience through creation of a full Activity Guide
- Real-world brand development experience in a growing public department
- Website content management experience
- Event marketing and community engagement exposure
- Resume-building leadership opportunities within a dynamic Parks & Recreation environment

Decatur County is an Equal Employment Opportunity Employer

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