



PROGRAM NAME: Esplanade Association Social Media and Communications Intern

PROGRAM OVERVIEW: Founded in 2001, the Esplanade Association (EA) is the community-supported non-profit dedicated to expanding the care of *and* for the historic Charles River Esplanade through projects, programs and plantings that amplify the park experience for over 4 million visitors annually. The Esplanade is downtown Boston's 64-acre state park maintained by the Massachusetts Department of Conservation and Recreation (DCR). This cultural landmark is revered for its natural and cultivated beauty, history, riverfront access, miles of populated running trails, and dynamic programs with numerous organizations.

ELIGIBILITY: First years, sophomores, juniors, and non-graduating seniors

AWARDS AVAILABLE: 1

FUNDING AMOUNT: \$5,000

INTERNSHIP COMMITMENT: Internship commitment is 30 hrs./week for 10 weeks. At the end of the internship, students will be required to submit a reflective essay (approx. 750 words) about their experience; submit an application to the Fall 2025 Tanner symposium (if possible), and supply copies of thank you letters sent to their internship supervisors.

INTERNSHIP FORMAT: · Hybrid work environment with flexible work hours Monday through Friday, 9am to 5pm, and occasional evenings and weekends for events and/or programs.

Starting in May to July with a duration of 10 weeks

Applicants are subject to Criminal Offender Record Information (C.O.R.I) check, however, we believe in rehabilitation and will provide any applicant the opportunity to address past work and life experiences

Selected candidate will be requested to test negatively for Covid-19 before joining the team in person, or if symptoms arise.

INTERNSHIP DESCRIPTION:

The Esplanade Association is seeking a **Social Media and Communications Intern** who will play a key role in supporting our marketing and communications efforts. You will work with the External Relations Manager to create engaging content, manage social media channels, and assist with various communications tasks. This role will expose you to the digital and physical world of marketing for Boston nonprofits.

Social Media Management (50%)

- Assists with scheduling and creating social media content throughout the organization's busy season on various social media platforms (Instagram, Facebook, Twitter (X), LinkedIn, TikTok, etc.)
- Create and schedule digital content for an Engagement Social Media Campaign
- Monitor social media channels for trends, engagement, and opportunities
- Strategically plans content to increase the organization's media following and event/program engagement

Content Creation (20%)

- Collaborate with External Relations Manager to develop creative and compelling content for digital channels and printed advertising (flyers, posters, billboards, etc.)
- Write and edit social media captions, e-newsletters, and other marketing collateral

General Marketing/Communications (30%)

- Assist in drafting press releases and other communication materials
- Work with External Relations Manager to update the website based on programming and events schedule

- Collaborate/assist with the planning and marketing of the Annual Summer Dock Party
- Manage a communication project throughout the internship and present to team
- Supports the Development and Communications team with Marketing tasks as needed

Qualifications:

- Familiarity with major social media platforms is required
- Some experience with photography and videography
- Experience with Microsoft office suite and Canva is preferred
- Able to use Adobe software (Illustrator, Photoshop, InDesign) is a plus
- Creative mindset with attention to detail
- Strong written and verbal communication and organizational skills
- Able to handle a variety of responsibilities simultaneously
- A love for public parks and appreciation for the management of a dynamic, historic public space

APPLICATION INSTRUCTIONS

Students apply through [Workday](#). Please [click here for application instructions](#). The Workday application cannot be saved so must be completed in one sitting.

APPLICATION DEADLINE: March 15, 2025 by 5:00 pm EST

REQUIRED FOR APPLICATION(S):

- 1.) A cover letter explaining why you are interested in the Esplanade Association Social Media and Communications internship and describing your relevant skills, interests, and experience. Also, please include the name of a Wellesley faculty member who has agreed to serve as a reference.
- 2.) Copy of current c.v. or resume.
- 3.) Wellesley transcript (unofficial copy from Workday is fine).

QUESTIONS? Please contact: Martha McNamara mmcnamar@wellesley.edu

RECENT INTERNS:

2025: Siyu He '25