



# Outreach-Engagement-Education Program Intern Position Description

**Date:** January 15, 2019

**Overview:** The Ice Age Trail Alliance (IATA) is seeking an individual who loves the outdoors, demonstrates a strong work ethic, and enjoys working with people to fill a paid internship position in the Outreach, Engagement and Education Program area. This is a unique opportunity to gain experience with a professional trail organization.

**Primary Program Area:** Outreach, Engagement and Education

**Position Description:** Working side by side with experienced IATA staff and volunteers, successful applicants will assist with the Alliance's outreach, engagement and education programs to engage new and diverse audiences to the Ice Age Trail. The IATA is the primary organization charged with creating, supporting and protecting the Ice Age National Scenic Trail (IANST). The IATA coordinates, unites and empowers volunteers, partner organizations, land owners and agencies along the length of the Trail to fulfill its mission.

The IATA recognizes and embraces the fact that we must engage new audiences and the next generation now to be successful and this internship will play a key role in this objective. This intern position will work to build a coalition of future Ice Age Trail supporters and a strategy for the Alliance to keep them engaged long-term.

Specific duties:

1. **Outreach:** Connect with partners and the local chapters to conduct community events, such as hikes, presentations, and trail stewardship projects. Help introduce new individuals or groups to the IATA and local Chapter organizations and encourage involvement in activities. Help collect, track and share stories about a variety of members and volunteers who are passionate about the Trail.
2. **Education:** Help coordinate and lead youth groups in hikes and service learning events, such as habitat restoration, trail maintenance and building new trail. Training will be provided in many areas throughout the internship with opportunities to become certified in various capacities. Training will include some or all of the following: First Aid and CPR, herbicide application, crew leadership and trail construction, along with attending the Saunters program annual Educator Summit in March. Equipment will be provided.
3. **Engagement:** Build awareness of the IANST and the IATA. Work with the marketing and communications program to build and implement strategy for outreach to youth and diversity in the outdoors. Applicants will have the opportunity to present formal presentations to community groups, coordinate the Alliance outreach booth at public events, and engage in marketing efforts to increase brand recognition about the Ice Age Trail and IATA.

This position will include a mix of field work, office duties and formal presentations to public groups. The Ice Age Trail Alliance has multiple program areas. Applicants will be expected to be involved in various programs, while maintaining a focus on outreach, engagement and education initiatives. Additionally, this is a fun work environment that encourages people to take part in multiple opportunities.

**Location:** While based in Cross Plains, this position will require travel to all areas of Wisconsin. If not using an Alliance owned vehicle, mileage will be reimbursed.

**Start date:** March 2019 **End date:** October 2019

*These dates may be adjusted based on availability.*

On average 30/hours per week, potential for additional hours may exist.

Because of funding source and intent of this internship, applicants must be under 40 years of age.

**Compensation:** \$10 - \$12/hour based on commitment, skill and experience level

**Qualifications:** Successful applicants must:

- Have strong public speaking and presentation skills. Be an effective and respectful communicator with coworkers and volunteers.
- Have experience working with youth, grant seeking and reporting, and/or event coordination.
- Have familiarity with communication and marketing best practices. Have an understanding of and skills in using social media platforms as a marketing tool.
- Be prepared for physically demanding work, including lifting up to 30 lbs for extended time periods, in a variety of weather conditions.
- Be willing to hike up to 5 miles/day, lead trail building and maintenance service projects, and backpack. Be willing to camp as part of working with groups if the opportunity arises.
- Possess a valid driver's license and have reliable personal motorized transportation.
- Be able to work independently and with others.

## **TO APPLY**

Candidates should then send (i) their resume, (ii) cover letter stating relative experience, work ethic, career goals, and, (iii) two references (names and contact information; include nature of relationship) to the address or email below. References will only be contacted with applicant's consent. Complete application packages received on or before 4:00 pm on Friday, February 8, 2019 (email preferred) will receive first priority.

Send materials to:

Ice Age Trail Alliance OE Intern Opportunity  
Attn.: Amy Lord, Outreach and Education Manager  
PO Box 128  
Cross Plains, WI 53528  
[amy@iceagetrail.org](mailto:amy@iceagetrail.org)

*The Alliance is committed to a policy of equal opportunity for all employees. It is our policy to seek and employ the best qualified personnel in all positions, to provide equal opportunity for advancement to all employees in a manner that will not discriminate against or give preference to any person because of race, color, religion, age, sex, national origin, disability, ancestry, sexual orientation, military service, marital status, arrest or conviction record, or any other basis prohibited by state or federal law.*

*Further, the Alliance is committed to providing a productive work environment in which employees are treated with courtesy, respect, and dignity, and one that is free from any form of discrimination or harassment, including sexual harassment. The Alliance prohibits and will not tolerate any form of unwelcome discriminatory or harassing behavior by employees, supervisors, customers, citizens, vendors, agents, or volunteers. Discriminatory and/or harassing behavior based on an individual's race, color, religion, age, sex, national origin, disability, ancestry, sexual orientation, military service, marital status, arrest or conviction record, physical or mental disability, or any other basis prohibited by state or federal law violates this policy.*