



Pitney Meadows Community Farm

Summer Communications and Marketing Internship

223 West Ave, Saratoga Springs, NY 12866

(518) 290-0008

<https://www.pitneymeadowscommunityfarm.org>

Founded in 2016, Pitney Meadows Community Farm's mission is to celebrate and explore agricultural education, healthy food production and recreation. Located on 166 acres in the heart of the City of Saratoga Springs and preserved in perpetuity as a working farm, PMCF is a unique resource. We are committed to being good stewards of the land and serving the community that invested their own tax dollars to preserve the Farm as open space.

PMCF offers a broad array of opportunities to engage with the land and our community. More than 100 plots are available to individuals, families and organizations to grow their own produce in our Community Garden, supported by an on-site Community Garden Director. In our 11-acre agricultural production area, our CSA members can pick their own vegetables, learn about sustainable farming, taste and learn to cook with new varieties of vegetables, and volunteer to support farm production. Our farm store, open to visitors from dawn to dusk seven days a week, offers products from other local farms in addition to our own produce. An accessible trail system circles the farm, open to walkers, runners, bikers, and dogs on leashes. A planned Children's Garden, adjacent to the Community Garden and Children's Greenhouse, will create a learning and play environment geared to children and incorporating two small structures in which educational programs and events will be offered to the entire community.

The Farm strengthens the local food system through our Farm to School Program, which brings fresh vegetables to the cafeterias of five local schools. In addition, the Farm donates more than 20,000 pounds of produce annually to food pantries and other social service organizations in the region.

Our farm is alive with creativity and dedicated community engagement, offering a productive and joyful place for volunteers, employees and visitors. As we continue to grow and develop new programs, we aim to create community, change lives, and bring people together on one of Saratoga's most valuable community assets.

Internship Description:

This internship will focus on supporting our growing needs for outreach to our various audiences. Communications and marketing are key to the successful expansion of PMCF programs, as well as engaging volunteers, donors, customers, community leaders, businesses and mission-related partner organizations. PMCF aims to spread news and information about a wide



variety of topics, including sustainable agriculture, health, food security, and the environment. We are seeking an intern who will creatively help with the curation of social media posts, aid in the promotion of events, and assist in formulating and maintaining community partnerships. Applicants must be enthusiastic, able to work independently, highly responsive, and strategic.

Responsibilities:

- Work as an assistant to the newly hired Communications and Marketing team member.
- Assist in designing, producing and distributing communications through social media platforms (Facebook, YouTube, Instagram).
- Contribute with updates to the PMCF website (some knowledge of WordPress is ideal).
- Ensure brand and messaging consistency across all external communications.
- Participate in discussions of topics to be highlighted in newsletters and on social media, and develop content in collaboration with staff and board members.
- Support event and program advertising, generating participation and ticket sales.
- Aid in identifying and implementing approaches that support the mission of PMCF while concurrently driving audience growth, engagement, and sales.
- Develop and maintain relationships with local or farm/food-related publications in order to cultivate opportunities for PMCF to be featured.
- Work with the Communications and Marketing team to identify and develop a relevant project of interest over the course of the internship, and present final projects or findings at the Board Meeting on August 18th.

Qualifications:

- An undergraduate student enrolled in an applicable degree/major.
- Understanding and interest in the mission of Pitney Meadows Community Farm.
- Demonstrated ability to tell a story using words, images, video and an understanding of how to create content that draws an audience.
- Skilled in gathering and synthesizing information from many sources.
- Demonstrated ability to translate technical language and ideas into language easily comprehensible to non-specialists.
- Experience developing engaging social media content and campaigns is desired.
- Experience with graphic design is desired.
- Experience with website development and maintenance, including knowledge of WordPress, is preferred though not required.
- Strong proofreading skills.
- Proven ability to work with efficiency, flexibility, and good humor.
- Outstanding communication and interpersonal skills.
- Self-starter, self-disciplined, and strong willingness to learn.



Terms and Compensation:

This internship is a **10-week** position spanning from June 7th - August 13th (some flexibility on the start date is available). The intern is expected to work 25-30 hours per week, with the exact amount varying based on the projects agreed upon between the intern and director.

The intern will be compensated for their summer work with an hourly wage of \$13-15/hr (depending on experience level).

***COVID-19 note:** PMCF is actively listening and adopting our policies to abide by state and health officials' latest COVID-19 regulations. As a result, this position will be a combination of both in-person and remote work. While the intern is not required to reside in Saratoga Springs, we ask that you be within reasonable driving distance to spend **some** of your internship in-person on the Farm (COVID-19 permitting).

To apply: If you are interested in applying for the Summer Communications and Marketing Internship, please submit a cover letter and resume to the following email **by March 31st:** jobs@pitneymeadows.org

*Any questions regarding this position can be sent to: contact@pitneymeadows.org

Pitney Meadows Community Farm (PMCF) maintains a policy of non-discrimination with all employees and applicants for employment. All aspects of employment are based on merit, competence, and qualifications. It is the policy of PMCF in recruiting, hiring, training, and promoting employees to select the best qualified individuals without regard to age, race, color, national origin, marital status, gender (including gender identity and transgender), religion, sexual orientation, military status, genetic information, disability, domestic violence victim status, familial status or any other characteristic protected by law.