



POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION  
JOB DESCRIPTION

POSITION TITLE: Parks and Recreation Digital Communications Intern (PRDCI)  
REPORTS TO: Program Officer for Recreation and Health and the Pottstown Area Regional Parks Planner  
EFFECTIVE DATE: June 1, 2021

**Summary/Objective:**

The Pottstown Area Health & Wellness Foundation is seeking an intern to support the Pottstown Area Regional Parks Planner with community outreach and digital communication of parks and recreation opportunities to engage the diverse constituents in the Pottstown area.

**Essential Functions**

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Under the supervision of the Program Officer for Recreation and Health and the Pottstown Area Regional Parks Planner, the PRDCI will:

1. Contribute to social media community growth efforts
2. Create and deliver regular content to social media platforms to create awareness of regional parks and recreation opportunities
3. Gather information from Pottstown Area Regional Recreation Committee (PARRC) members to create content for social media platforms
4. Assist with analyzing data and preparing reports to effectively communicate results
5. Manage and update PARRC website and promote calendar of events on website
6. Assist in developing marketing strategies and standards
7. Communicate updates to the Pottstown Area Regional Recreation Committee
8. Represent the Foundation in a friendly and professional manner

**Competencies**

1. Knowledge of social media channels, i.e. Facebook, Instagram, YouTube.
2. Technical capacity (Microsoft products, other web-based software)
3. Excellent written and verbal communication skills, and ability to present to diverse audiences, specifically racially, ethnically, and socioeconomically diverse communities
4. Self-motivated
5. Self-management skills
6. Quality
7. Quantitative and analytic skills

**Supervisory Responsibility:** None

**Work Environment**

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. Under current COVID-19 circumstances, this position will be primarily remote. It will require visitation to regional parks and attending meetings, remote or in person. Use of Personal Protective Equipment (PPE), such as gloves and face masks, is strongly encouraged during these visits, and will be provided by the Foundation. COVID-19 screening may be required upon arrival at Foundation office, and adherence to all COVID-19 procedures is expected.

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**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk or hear. This position will spend time outdoors in various types of weather.

**Position Type/Expected Hours of Work**

This is a part-time, temporary, hourly position for approximately 12 weeks (June 1 – August 16, 2021) and 20 hours/week. Schedule may vary on weekly basis. Flexibility will be provided when possible. Some weekends and evenings may be required.

**Travel**

This position will require local travel to neighborhood and regional parks.

**Required Education and Experience**

Candidate must be currently enrolled in a college or university and pursuing a degree in English, Journalism, Marketing or related degree.

**Preferred Education and Experience**

Interest in parks, recreation, and tourism

**Additional Eligibility Qualifications (if applicable)**

**Wage:** \$11.00/hour;

Mileage reimbursement for work-related travel

**Work Authorization/Security Clearance (if applicable)**

**Other Duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

**Foundation-wide specifics**

1. Is familiar with Foundation's mission and vision
2. Attends weekly staff meetings
3. Complies with all Foundation policies and procedures
4. Demonstrates flexibility in response to unexpected changes in workload, staffing and scheduling
5. Performs all other related work as requested by President, Board members and Committee Chairs
6. Applies principles of confidentiality to all Foundation matters

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Parks & Recreation Digital Communications Intern

\_\_\_\_\_  
Date

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Craig Colistra, Program Officer

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Date

Job Description: Parks and Recreation Digital Communications Intern

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Dave Kraybill, President

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Date

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Rose Walters, Office Manager, SHRM-CP

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Date