



**Discover**  
CAYUGA LAKE

*Tourism with a Non-Profit Mission*  
[www.DiscoverCayugaLake.org](http://www.DiscoverCayugaLake.org)

## **Marketing & Outreach Intern Position Description - Spring**

**Discover Cayuga Lake** is based in Ithaca, NY. Our mission is to cultivate relationships between people and the watersheds upon which they depend, with a focus on Cayuga Lake. We aim to provide equitable access to Cayuga Lake and to foster appreciation of the importance of the Finger Lakes watersheds for local ecosystems, human use, and natural beauty. From May to October, we offer cruise programs aboard a 63-foot boat (the M/V Teal) to students, local residents and tourists. During the colder months, we offer a Trout in the Classroom Program, guiding students through the process of raising trout fry through the winter, and releasing them to local streams during the spring.

DCL is looking for assistance with a variety of marketing and public outreach projects during the spring of 2024. This can either be a paid work-study position (if eligible), or a non-paid volunteer experience. There is an opportunity to extend the position into paid work during the summer (June-August) via our Cayuga Lake Watershed Internship Program. More information is available on our website or by contacting us.

### **Projects which may be included in this work include:**

1. Promoting our mission and programming through Instagram and Facebook
2. Developing exhibit displays to be used for tabling at local festivals and events
3. Designing banner and/or print advertisements and rack cards
4. Developing an on-line store with branded merchandise to be sold
5. Visiting local organizations to share and discuss programming opportunities

**Experience:** Specific experience is not required, although some previous experience working with social media, creating outreach or promotional material will be useful. An interest in environmental communication, education and outreach is also preferred. Discover Cayuga Lake is an equal opportunity employer. We are committed to being an inclusive organization and encourage all to apply. .

**Timeline:** February-May, flexible to accommodate school schedules, if applicable. Average of 5-10 hours/week. Possibility to extend as part of the Cayuga Lake Watershed Internship Program which takes place June-August and which is paid at the Tompkins County Living Wage of \$18.45/hour.

**Application Process:** Priority will be given to applications received by February 19th.

Email a cover letter including your interests and your goals, a resume if you have one, two references ideally, and any additional materials you feel may be relevant, to [astrid@discovercayugalake.org](mailto:astrid@discovercayugalake.org). We will contact you to set up an interview..

**Contact:** Questions may be directed to [astrid@discovercayugalake.org](mailto:astrid@discovercayugalake.org) or (607) 327-5253

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