



## 2018 Spring Internship Opportunities

### Spring 2018

1. BCycle at Wofford College
  2. BCycle at Converse College
  3. BCycle at Harvest Park
  4. PAL marketing: video creation for social media
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### Internship summaries

#### 1 – 3 BCycle at Wofford College, Converse College, Harvest Park

The intern will market the Spartanburg BCycle program to targeted user groups at Wofford College, Converse College, VCOM and the Northside communities. The intern will work with the Executive Director and Bicycling Coordinator at Partners for Active Living (PAL) to develop and implement a marketing plan during the allotted time.

- Outreach: possible strategies include posters, email promotions, onsite demonstrations, contests, promotional give aways.
- Evaluation: logging more than 100 trips per station from February to May will be considered highly successful, as measured by the online system (a username and password will be provided, as well as program training).
- Compensation: a \$250 stipend is available. Additional gift cards can be earned for trips taken beyond 25 trips per month.

#### 4 PAL marketing – video creation for social media

Partners for Active Living seeks to highlight our projects, community partners, and upcoming events in meaningful and engaging ways. One of these is through quick videos highlighting various aspects of our work. The intern will work with the Resource Development Coordinator to collect footage, edit, and publish the video.

- Content/ topics: the Resource Development Coordinator will assist in providing content and ideas, as well as access to a camera. Examples include capturing footage of a new walking trail installation, how to check out a BCycle, making healthy snacks with kids.
- Compensation: a \$250 stipend is available.

*Please send letter of interest and resume to [info@active-living.org](mailto:info@active-living.org) if you are interested in one of these positions.*