



## WISummer Communications & Marketing Intern

<b>Job Title</b>	<i>WISummer Communications and Marketing Intern</i>
<b>Reports To</b>	<i>Director of Extended Learning; Camp Director</i>
<b>FLSA Status</b>	<i>Non-Exempt</i>

### Job Summary

The WISummer Communications & Marketing Intern plays an essential role in capturing, creating, and sharing the vibrant day-to-day experiences of WISummer. This position is responsible for documenting camp life through photography and video, developing engaging content for social media, and producing weekly newsletters that showcase camper experiences, special activities, and program highlights. This is a hands-on internship ideal for a creative, detail-oriented individual interested in marketing, communications, storytelling, or media production within an energetic summer camp environment.

The Communications & Marketing Intern must be available for all six weeks of camp, as well as required staff training.

### Duties and Responsibilities

The WISummer Communications and Marketing Intern will:

- Photograph and film daily camp activities, special events, and camper projects while respecting camp policies and privacy guidelines.
- Create engaging, age-appropriate, and brand-aligned content for WISummer’s social media platforms.
- Draft and design weekly newsletters highlighting camper experiences, program milestones, and upcoming events.
- Collaborate with camp leadership to identify storytelling opportunities and key moments to capture.
- Organize and manage digital media files, ensuring content is properly labeled and stored.
- Assist with basic graphic design, caption writing, and content scheduling as needed.
- Support marketing and communications initiatives before, during, and after camp sessions.
- Maintain consistent visual and messaging standards aligned with the WISummer brand.
- Represent WISummer professionally and positively in all communications.
- Other duties as assigned to support camp operations and communications goals.

## Qualifications

- Currently enrolled in or recently graduated from a program in marketing, communications, journalism, media studies, or a related field preferred.
- Experience with photography, videography, and/or content creation for social media platforms.
- Strong writing skills with attention to tone, clarity, and detail.
- Creative mindset with an interest in visual storytelling.
- Organized and able to manage multiple projects and deadlines.
- Comfortable working in a fast-paced, child-centered environment.
- Strong interpersonal skills and ability to collaborate with camp staff.
- Familiarity with basic photo/video editing tools and design platforms (e.g., Canva, Adobe tools) preferred.

## Schedule & Commitment

- Must be available for **all 6 weeks of camp** and required staff training.
- Must be available for 5 hours of pre-season work at the end of May
- Schedule aligns with camp-day programming.

## Working Conditions

Working primarily in a school setting that includes climate-controlled classrooms and outside weather conditions permitting.

## Physical Requirements

To perform the duties of this job, the employee must have the ability to sit and stand for extended periods of time; exhibit manual dexterity to enter data into a computer; to see and read a computer screen and printed material with or without vision aids; hear and understand speech at normal levels, outdoors and on the telephone; speak in audible tones so that others may understand clearly, outdoors and on the telephone; physical agility to lift up to 50 pounds; and to bend, stoop, climb stairs and reach overhead.

## Direct Reports

None

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<b>Approved by:</b>	<i>Caroline Wood, Director of Human Resources</i>
<b>Date approved:</b>	<i>January 28, 2026</i>
<b>Reviewed by:</b>	<i>Tara Stroup, WISEL Manager of Operations and Camps</i>