



## **WMEAC Writing Internship**

### **Position summary:**

The WMEAC Writing Intern helps develop and produce published pieces to implement communications, business and marketing plans for West Michigan Environmental Action Council. The intern will produce several communications products during the internship as directed by staff. This is a volunteer (unpaid) position.

### **Organization Background:**

WMEAC (West Michigan Environmental Action Council) is a nonprofit membership organization founded in 1968 that has been active in issues ranging from banning DDT, to lake, water, and dunes preservation, to our modern-day challenge of global problems that threaten sustainability. Our mission: Leading environmental protection in West Michigan by inspiring action.

WMEAC's main program areas are **Protecting Water** and **Building Sustainable Communities**. WMEAC's offices are located on a recovered brownfield, in a building that has the first double GOLD LEED certification in the country. This is Grand Rapids' first commercial zero stormwater runoff site, a green office featuring both a rain garden and a green roof.

### **Overview:**

**WMEAC constantly reviews, evaluates, refreshes and revises their communications and marketing materials. Writing and editing of many styles is needed to update communications materials, write newsletters, press releases, update website content, brochures, posters, exhibits, teaching materials and more. The intern will work with WMEAC staff, the marketing subcommittee, the board of directors, and others to accomplish goals and objectives that will be determined by WMEAC.**

The intern will create written products which will be used professionally. These products become part of the intern's resume and portfolio. Interns gain valuable professional experience in the setting of a non-profit 501 (c) 3 organization.

### **Responsibilities:**

Working with WMEAC staff, the writing Intern may help

- develop a product brief for each communications piece
- design and use style sheets
- develop a business, distribution and marketing plan for products and campaigns
- determine other possible useful written products





*West Michigan Environmental Action Council*

- determine target markets for communications and how best to reach them
- write and design marketing/advertising pieces for the products and services, using the project identity and under supervision of WMEAC staff and board
- obtain price bids and estimates for marketing implementation
- design and implement evaluations of effectiveness for the communications pieces

Markets for some products and campaigns will be local, others regional, and some will be national.

**Qualifications:**

- Excellent internet skills
- Skilled at design with Microsoft office (Word, Excel, and Publisher)
- Proficiency in marketing and communications
- Excellent writing and speaking skills
- Ability to work on location in our offices (on the bus line), with some opportunity to telecommute
- Good organizational skills, self-starter, creativity
- Commitment to protect the environment
- Professional behavior and dress (business casual)

**Hours:**

4-16 per week, varies during term of project. Schedule to be arranged by intern and staff. Some work can be done independently and sent by email. Some flexibility is expected, but a regular and dependable schedule of hours in WMEAC's offices is required. Attendance and assistance at events is also expected, when the student's schedule permits.

To learn more about our organization's 40 year history and activities, please visit our websites.

**Interested persons may contact with resume and cover letter:**

West Michigan Environmental Action Council  
1007 Lake Drive SE  
Grand Rapids, Michigan 49506  
616-451-3051 ext. 29 [info@wmeac.org](mailto:info@wmeac.org)

[www.raingardens.org](http://www.raingardens.org)    [www.wmeac.org](http://www.wmeac.org)    [www.saveyourashgr.org](http://www.saveyourashgr.org)





## **Rain Gardens Nursery & Volunteer Coordinator**

### **Position summary:**

The Rain Gardens **Nursery and Volunteer Coordinator** (Intern/Volunteer) helps recruit and coordinate the volunteers who plant and maintain WMEAC's rain gardens and native plant nurseries. The Intern/Volunteer also maintains the program plant nursery and documents activities. WMEAC's Rain Garden program educates on Low Impact Development (LID) strategies, stormwater management, rain gardens, native plants and Great Lakes plant ecosystems. West Michigan Environmental Action Council is a 40 year old, citizen-based, nonprofit organization in Grand Rapids, Michigan. **This is a volunteer (unpaid) position.**

### **Organization Background:**

WMEAC's mission is: **Leading environmental protection in West Michigan by inspiring action.** WMEAC (West Michigan Environmental Action Council) is a nonprofit membership organization founded in 1968 that has been active in issues ranging from banning DDT, to lake, water, and dunes preservation, to our modern-day challenge of global problems that threaten sustainability. WMEAC's main program areas are **Protecting Water** and **Building Sustainable Communities**. WMEAC's offices are located on a recovered brownfield, in a building that has the first double GOLD LEED certification in the country. This is Grand Rapids' first commercial zero stormwater runoff site, a green office featuring two rain gardens and a green roof.

### **Overview:**

WMEAC's rain garden program maintains the beauty of many demonstration rain gardens in the greater Grand Rapids area, using the gift of volunteer hours donated by community members, and by the Michigan State University Master Gardeners and Master Naturalist programs. The Wild Ones RiverCity chapter, service groups, and students from area college and university service learning centers also participate.

WMEAC has two native plant nurseries in the City of Grand Rapids where we propagate Michigan's native species in sustainable ways. We provide plants to our demonstration rain gardens, schools, educational native plant and rain garden projects, habitat restorations, and similar projects. **The rain garden nursery interns help with recruiting, coordinating, and maintaining knowledgeable volunteers and partners for our native plant projects.**

### **Responsibilities:**

Working with WMEAC staff and volunteers, the **Rain Garden Volunteers Coordinator** will help us:

- Maintain a database of rain garden and native plant volunteers for 2009
- Help recruit volunteers and hold work parties at Rain Garden Nurseries





*West Michigan Environmental Action Council*

- Keep records of volunteer hours donated by each volunteer
- Keep nursery signage up to date
- Contact, recruit, and keep records about partner organizations involved with our projects
- Coordinate volunteer activities on rain gardens and in the native plant nurseries
- Give rain garden presentations to groups
- Keep a record of plant inventory and other information
- Help WMEAC recognize contributions of volunteers with written thanks and awards
- Represent WMEAC at events and activities

**Qualifications:**

- Excellent internet skills
- Superlative people skills
- Skilled with Microsoft office (Word, Excel, and Publisher)
- Excellent writing and speaking skills
- Ability to work on location in our offices (on the bus line), with some opportunity to telecommute; some weekend and evening hours required
- Valid driver's licence; possess or be able to borrow a motor vehicle to transport plants and equipment or to travel to locations that are off the bus line
- Good organizational skills, self-starter, creativity
- Keen interest and/or background in native plants and botany
- Commitment to protect the environment

**Hours:**

4-16 per week, varies during term of project. Flexible schedule to be arranged by intern/volunteer and staff.

**Interested persons may contact with resume and cover letter:**

Patricia Pennell

Rain Gardens and Low Impact Development program coordinator

West Michigan Environmental Action Council

1007 Lake Drive SE

Grand Rapids, Michigan 49506

616-451-3051 ext. 29

[patricia@raingardens.org](mailto:patricia@raingardens.org)

[www.raingardens.org](http://www.raingardens.org)

[www.wmeac.org](http://www.wmeac.org)

