



Digital Marketing and Social Media High School Internship Application Period Closes March 30, 2025

Organization: Kennett Area Park Authority (KAPA)

Location: Hybrid (90% remote plus occasional in-person meetings)

Time Commitment: 5-10 hours per week, including some evening meetings with the KAPA Board or Friends of Anson B. Nixon Park

Compensation: Community Service Hours

KAPA is an independent municipal authority and steward of the Anson B. Nixon Park. KAPA is responsible for operating approximately 110 acres of open land that includes native flora and fauna, trails, play areas, tennis courts, pickleball courts, a community garden, and open spaces for community gathering.

We are looking for a creative, motivated high school student who is social media and tech-savvy, to assist it with its digital marketing and social media strategies.

Responsibilities include:

- Assist in managing and updating KAPA and the Friends of Anson B. Nixon Park's social media accounts (e.g., Instagram, Facebook)
- Creating engaging content, including graphics, real-time or near-real time pictures of the Park, short videos, and written posts
- Creating a digital marketing strategy for the Park's events, including the Summer Concert Series, Roots & Blues Festival, and Trout Rodeo
- Scheduling and publishing posts on a regular basis using social media management tools.
- Monitoring engagement (likes, shares, comments)
- Researching and suggesting opportunities to amplify the KAPA and Friends' social media outreach and digital marketing strategies for the Park, including identifying potential influencers for partnerships
- Other related work as assigned by KAPA's Manager of Operations and Administration, KAPA Board, or leadership of the Friends of Anson B. Nixon Park

Qualifications:

- Currently a high school student enrolled at Kennett High School or Unionville High School, with an interest in digital marketing, communications, or graphic design.
- Proven track record with social media platforms
- Basic knowledge of design tools (experience with Canva is a plus)
- Superior communication and writing skills
- Ability to work independently and meet or beat deadlines
- Passion for the greater Kennett Square community

Benefits:

- Gain hands-on experience in digital marketing and social media strategy
- Build your portfolio with real-world projects
- Add real-world experience to your resume
- Earn community service hours (if applicable; KAPA will work with your school to assist with community service hours)
- Work with a mission-driven group of community leaders and make an impact

How to Apply:

Interested candidates should email ansonbnixonpark@gmail.com with a brief introduction, why you are interested in this internship, and samples of any relevant experience (social media accounts managed, sample posts, etc.).