



236 Walnut Avenue
Lakeside, OH 43440
internships@lakesideohio.com
www.lakesideohio.com
www.facebook.com/lakesideohio
www.instagram.com/lakesideohio
blog.lakesideohio.com

2019 Lakeside Leadership Academy (Internship)

WHAT IS LAKESIDE CHAUTAUQUA?

Lakeside Chautauqua is a nonprofit organization that engages all ages in a year-round Chautauqua experience dedicated to nurturing mind, body and spirit. Located halfway between Cleveland and Toledo, it is a historic community that offers programming in religion, education, cultural arts and recreation during the summer. With daily concerts, special events, lectures, shuffleboard, tennis, waterfront activities, cottages, hotels, shops and restaurants, Lakeside Chautauqua remains a year-round retreat for generations of families. On your days off, visit nearby Cedar Point, Put-in-Bay, Kelleys Island, the Marblehead Lighthouse and other local attractions.

Our mission is “to enrich the quality of life for all people, to foster traditional Christian values and nurture relationships through opportunities for renewal and growth...spiritually, intellectually, culturally and physically...while preserving Lakeside's heritage.”

2019 INTERNSHIP OPPORTUNITIES

- Accounting/IT Support
- Advancement Events
- Arts/Entertainment Management
- Conference & Event Planning
- Educational Event Planning/Promotions
- Environmental
- Guest Services
- Horticulture
- Hospitality Management
- Marketing & Analytics
- Newspaper Publication Design
- Photography
- Programming/Religious Life
- Recreation
- Video
- Wellness

COMPENSATION & INCENTIVES

Lakeside Chautauqua offers a competitive internship compensation package, which includes a \$2,000 seasonal stipend, shared housing (rent, water, electric and cable/Internet included), Season Pass and Season Auto Pass to attend summer programming at Lakeside.

ELIGIBILITY & TIME COMMITMENT

The ideal candidate is enrolled in a college/university with having completed at least one year of an undergraduate degree. Graduate students and recent college graduates are also accepted. Interns are required to work days, evenings, weekends and all summer holidays from May 12 (at least) to August 16 (or later). Work schedules are determined by supervisors; some positions require a 10-hour work day. It is preferred that interns are not enrolled in summer classes while working at Lakeside.

HOW TO APPLY:

Applicants must submit:

- Cover letter
- Resume
- 3 Professional references (name and contact information)
- Writing and/or design samples (if required for position)

Only electronic submissions will be accepted, including follow-up. Send materials to internships@lakesideohio.com. In the subject line, indicate the internship position that interests you. If you qualify for more than 1 position, please indicate in your cover letter and subject line; limit of 2. Recruitment begins in December, and applications are accepted until positions are filled, usually by early March. Priority consideration will be given to early applications.



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2019 Marketing & Analytics Intern

The Marketing & Analytics Intern works independently and collaboratively with supervisors, fellow interns and external departments to write content across all communication channels and provide weekly marketing and advancement analytics. This internship requires a working knowledge of Microsoft Office Suite. Google Analytics, Survey Monkey, Raiser's Edge, Constant Contact, Word Press, website maintenance and social media platforms are a plus. The ideal candidate possesses excellent writing, editing, time management, leadership and communications skills; maintains the ability and focus to work independently within a team-oriented environment; and is a highly organized, creative, self-motivated individual capable of meeting strict deadlines. Applicants must be at least a sophomore Marketing major with strong analytical and Microsoft Excel use.

Please note: This internship runs from May 12-August 16 (or later preferred). This internship also requires flexibility, as the intern is expected to work days, some evenings and weekends, and all summer holidays, including Memorial Day weekend and Fourth of July.

ESSENTIAL DUTIES & RESPONSIBILITIES (PLUS OTHER DUTIES AS ASSIGNED):

Writing

- Write, edit and submit content for all communication channels (weekly *Lakesider* newspaper, website, blog, e-newsletter, press releases, social media, etc.)
- Interview staff, community members and donors to write articles and testimonials
- Write, edit and update content on the Lakeside Chautauqua website daily

Analytics

- Review Google Analytics and measure conversions for ticket purchasing, hotel reservations, etc.
- Produce weekly Google Analytics and Constant Contact reports
- Track social media engagement and benchmark competitor activity weekly
- Build reports to track growth and success rate of digital ads
- Review and produce weekly guest/market research reports
- Monitor and track website chat system daily
- Analyze guest satisfaction survey data and user behavior weekly
- Update marketing database with constituent information
- Pull data from multiple data sources and perform ad hoc analysis as necessary
- Process donations and sponsorships with the Advancement Assistant daily; produce reports

Administrative Duties

- Track and input information about donors and stakeholders in database system
- Process departmental billing and invoices
- Assist with direct mail communications
- Distribute the *Lakesider* newspaper on Fridays
- Assist to build media list by researching media outlets and coverage
- Edit and update the policy and procedures manual for the internship position
- Participate in all LLA activities, forums and gatherings
- Make an oral presentation to the Lakeside Chautauqua staff regarding summer internship experience

Additional Opportunities

- Explore personal strengths with the *StrengthsFinder 2.0* assessment, activities and workbook
- Develop goals related to your internship; present your progress to the Advancement & Communications staff
- Assist with community events as needed, including set-up, execution and tear-down

HOW TO APPLY: Applicants must submit a cover letter, resume and minimum of 3 professional references (name, title and phone number) and 3 writing (article, report, press release, blog, etc.). Only electronic submissions will be accepted, including follow-up. Send materials to internships@lakesideohio.com. In the subject line, indicate the internship position that interests you. If you qualify for more than 1 position, please indicate in your cover letter and subject line; limit of 2. Recruitment begins in December, and applications are accepted until positions are filled, usually by early March. Priority consideration will be given to early applications.