



Marketing & Communications Summer Intern

Wilmette Park District

Contact Name: JP McNamara
Contact E-mail: jpmcnamara@wilpark.org
Contact Phone: 847-256-9607
Closing Date:
Salary: \$20/hr

Description:

SUMMARY

The Wilmette Park District Marketing & Communications Summer Intern will participate in a hands-on, project-based internship designed to provide real-world experience in public-sector marketing, communications, and event promotion. This internship supports the Marketing & Communications Department with content creation, event marketing, administrative support, and special projects while allowing the intern to explore and develop a specialized area of interest such as creative media, social media, or community relations. Tentative start day, May 18, 2026, and is negotiable.

The Wilmette Park District offers Summer Short-term staff the following benefits: Individual Seasonal Beach and Pool Pass, One (1) parking decal for Gillson Beach (over 16 years of age only), Individual Center Fitness Club Membership for June – August 2026.

The internship is structured to balance meaningful work, professional development, and flexibility to align with academic and summer commitments.

SUPERVISORY DUTIES

None

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Support the overall operations of the Marketing & Communications Department.
- Assist with marketing and promotional efforts for summer and fall programs, facilities and special events.
- Support content creation including photography, videography and basic graphic design.
- Assist with sending and maintaining media correspondence and event listings.
- Provide administrative support, including poster printing, distribution and organization of marketing materials.
- Assist with organizing and maintaining digital assets (e.g., Website, Canva, Constant Contact, photo libraries)

- Participate in planning and execution of major summer events (availability for assigned signature events is required)
- Contribute to one or more large marketing projects tied to a signature program or event.
- Collaborate with staff across departments to gather information and support promotional needs.
- Duties and responsibilities may be tailored to align with the intern's skills, academic focus, and professional goals.
- Perform other duties as assigned.

PROFESSIONAL DEVELOPMENT & SPECIALIZATION

The internship is designed to allow interns to develop a **specialization area** based on their interests and skill sets. Potential focus areas may include:

- Creative media (photography, videography, graphic design, website)
- Social media and digital content
- Community relations, public relations, or sponsorship support
- Interns will receive mentorship, feedback, and exposure to public-sector marketing operations.

SAFETY RESPONSIBILITIES

- Actively support the District's safety program to help control and reduce accidents.
- Follow all safety rules, regulations, and procedures established by the Wilmette Park District.
- Become familiar with and follow emergency procedures, including fire, severe weather and evacuation protocols.
- Promptly report all unsafe actions, practices, or conditions to the immediate supervisor or Human Resources Department.
- Attend and participate in required safety trainings.

QUALIFICATION REQUIREMENTS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND EXPERIENCE

- Must be 18 years of age or older.
- Current college junior or senior in good standing pursuing a degree in Marketing, Communications, Public Relations, Journalism, Graphic Design or a related field.
- College credit may be awarded if required by the student's academic program; credit requirements are administered by the educational institution.

CERTIFICATIONS, LICENSES, REGISTRATIONS

- Must possess CPR/First Aid certification within one month of hiring (provided by the Park District).
- Complete annual District trainings, including, but not limited to, Sexual Harassment, Avoiding Exposure to Bloodborne Pathogens and Mandated Reporter training.
- Must hold a valid Class D driver's license.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to read and interpret documents such as safety rules, operating instructions, and procedure manuals.
- Ability to write clear and professional correspondence.

- Ability to effectively present information in one-on-one and small group settings.
- Ability to manage multiple projects and meet deadlines.
- Strong organizational skills and attention to detail.
- Ability to apply common-sense understanding to carry out written and verbal instructions.

TECHNOLOGY SKILLS

- Proficiency or familiarity with standard office software and willingness to learn new tools.
- The Park District utilizes Microsoft Office Suite, Wrike for project and content management, Paycom for payroll processing, Incode for financial record/budget management, RecTrac for program registration/facility booking, and marketing platforms such as Canva, the Adobe Suite and Constant Contact.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals

- While performing the duties of this job, the employee is regularly required to talk or hear; use hands to finger, handle, or feel; and reach with hands and arms.
- The employee may be required to stand, walk, or sit for extended periods, including during special events.
- The employee must occasionally lift and/or move up to 25 pounds.
- The employee may be required to work evenings, weekends, and outdoor events in varying weather conditions.
- The noise level in the work environment is usually moderate.

HOURS

- Approximately 20-25 hours per week.
- Schedule will vary based on project needs and special events.
- Evening and weekend hours may be required.
- General hours of duty will be approved by the Marketing & Communications Manager.

Apply online at:

<https://www.paycomonline.net/v4/ats/web.php/portal/F483035F83AF15A8C8A46DF6BE97D42C/jobs/338610>