

WORCESTER COUNTY *INTERNSHIP* OPPORTUNITIES

DEPARTMENT: DEPARTMENT OF RECREATION & PARKS

JOB TITLE: MARKETING INTERN

COMPENSATION: GRADE 16/STEP 1 - \$22.96 HOURLY
(PART-TIME/TEMPORARY)- MAX OF 180 ANNUAL HOURS

WORK LOCATION: WORCESTER COUNTY RECREATION CENTER, 6030 PUBLIC LANDING ROAD
SNOW HILL, MARYLAND 21863

WORK SCHEDULE: HOURS WILL VARY, AVERAGING APPROXIMATELY 10–20 HOURS PER WEEK. SCHEDULE WILL INCLUDE WEEKDAYS, EVENINGS, AND WEEKENDS BASED ON DEPARTMENTAL NEEDS, INTERNSHIP REQUIREMENTS, AND SCHOOL SCHEDULE

APPLICATION PERIOD: UNTIL FILLED

JOB SUMMARY: Under the direct supervision of the Marketing Coordinator, this internship position will provide a broad learning experience to individuals seeking to advance in the Marketing field. The Marketing Intern will assist in the planning, organization, marketing, and promotion of new and existing programs, events, and parks/facilities for Worcester County Recreation & Parks. The Marketing Intern will also perform Marketing duties as deemed necessary by the Special Events & Marketing Supervisor and Deputy Director of Recreation & Parks.

GENERAL REQUIREMENTS

- Pre-employment background check
- Safety Sensitive position subject to Drug and Alcohol Testing
- Possession of a valid driver's license, and a motor vehicle history with less than 4 points

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES

- Assist with seasonal marketing projects with the Recreation Center and County parks
- Create social media content with captions
- Plan and implement social media campaigns
- Capture pictures of recreation programs, special events, sports tournaments and/or county parks
- Film and edit videos of fitness exercises and/or recreation activities
- Assist with creating flyers, promotional items and advertising for Recreation and Parks programs and events
- Assist in development and implementation of marketing tools including press releases, brochures, and mailings
- Assist in creating and adhering to a Marketing Plan
- Attend community events representing and marketing Recreation & Parks Department program, events, and parks
- Assist Recreation staff in the preparation and execution of Special Events (marketing, administrative duties, planning)
- Aids with set-up, organization, promotion, and marketing leading up to events and sports tournaments
- Maintain positive and open communication with the public, participants, and staff
- Participate in organizational meetings as deemed necessary
- Promote the Worcester County Recreation & Parks Department to the public in a positive manner
- Establish and maintain harmonious working relationships with co-workers, elected or appointed

officials, and the general public using tact, discretion, sound judgment, and professionalism

- Complete assigned tasks accurately and by established deadlines
- Comply with safety programs, procedures, training, fire drills, COOP plans, etc. and work safely
- Ensure confidentiality of information and records and comply with record retention schedule
- Adhere to the Worcester County Government Personnel Rules & Regulations
- Perform all other duties as assigned

QUALIFICATIONS AND SKILLS

- Enrollment within a college or university with an emphasis in Marketing, Business, Graphic Design, Recreation and Parks, or Social Media related area of study
- Valid driver's license and driving record of less than 4 points (MD)
- Computer literate with a basic knowledge of Adobe programs preferred but not required
- Ability to follow verbal and written instructions; keep records and logs; complete written forms; and communicate effectively with the public and coworkers
- Ability to apply acquired knowledge to increasingly varied and complex tasks; perform duties independently and as part of a team, and complete assigned tasks by established deadlines

SAFETY ANALYSIS

(Rarely (<5% of the time), Occasional (5-25% of the time), Frequent (25-75% of the time); Constant (>75% of the time)

Medium Work; Constant viewing, hearing, talking and lifting up to 10lbs; Frequent standing, carrying, pushing, pulling, walking, and lifting and moving of objects up to 25lbs; Rarely up to 50lbs. Known hazards include risks associated with heat, fumes, humidity, noise, slippery and uneven surfaces, weather and vibration.

Worcester County Government Benefits Information

Worcester County Government offers its employees a comprehensive benefits package, including medical, dental, and vision insurance, paid time off, holidays, retirement plans, and much more! To learn more details about our full range of benefits, please view our Benefits Guide at <https://www.jobs.worcestermd.gov>.

Paid Time Off

Full time employees can accrue up to 248 hours of paid time off in the first year of employment starting on the first full pay period. This includes up to 80 hours of vacation, up to 120 hours of sick, and up to 48 hours of personal leave. The accrual for vacation increases after 6 years and 11 years. Unused vacation and sick leave can be rolled over annually as outlined in the policy details. Full time employees are granted 14 paid holidays in calendar year 2025.

Medical Benefits

Full time employees are eligible for medical, dental, vision, flexible spending account(s), and AFLAC voluntary plans on the first day of the month after date of hire. Please visit our on-line Benefits Guide at the link above for additional details about the plans, co-pays, and premiums.

Full time employees are eligible for county paid life insurance and long-term disability insurance on the first day of the month following six months of employment.

Retirement

All employees budgeted for 500 hours, or more will automatically participate in Maryland State Retirement effective on the date of hire, if not already retired from a Maryland State Retirement system. All employees are eligible to participate in a deferred compensation plan that offers pre-tax and ROTH contribution options. The county provides a \$1 for \$1 match of employee's contributions up to a maximum of \$1,000 per fiscal year as outlined in the plan documents.

Part Time Employees

Part time employees are eligible to participate in the deferred compensation plan on the first day of the month after date of hire. Part time employees are eligible to earn 1 hour for every 30 hours worked of sick leave (up to 64 hours). Sick leave can be taken after a 106-day waiting period.

Extras for All Employees

All employees are eligible to use the Fitness Room at the Worcester County Recreation Center at no cost. All employees have access to an Employee Assistance Program that provides telephone consultations and up to 3 face-to-face visits per year. All employees are eligible for SECU credit union membership.

For more information, please view our Benefits Guide at <https://www.jobs.worcestermd.gov> or call Human Resources at 410-632-0090.