



**Rancho Los Alamitos 2021 Cottonwood Internship
Marketing, Communications, and Fundraising**
An Internship Opportunity for CSULB students!

Position Description:

Rancho Los Alamitos seeks a temporary, part-time *Marketing, Communications, and Fundraising* intern to support our organization’s marketing and fundraising endeavors from June 2021 into fall 2021. The time commitment is approximately 5-10 hours weekly (130 hours total). The intern will support the Rancho’s participation in *Long Beach Gives (LBG)*, a city-wide crowdfunding initiative. The campaign will call attention to an area of programmatic need, raise funds, and promote the Rancho within the community. This is a valuable opportunity to apply content knowledge in digital and social media marketing and communications to an actual nonprofit fundraising campaign and participate in all aspects, from beginning to end.

Duties:

The selected intern would work under the direction and supervision of Rancho staff, but must be a “self-starter” who is able to work independently and collaboratively and adhere to deadlines.

Responsibilities include:

- Assisting with the creation of a social media and communications strategy for the *LBG* campaign
- Creating content for compelling impact stories, including short narratives, images, and videos
- Tracking key metrics

The intern would have access to online “toolkits” and pre-recorded webinar trainings on myriad topics, including: strategies for nonprofit fundraising; working with corporate sponsors; boosting donor retention; metrics for measuring success; social media marketing; persuasive storytelling; how to set up peer2peer fundraising pages; and more.

Requirements:

The ideal candidate is an upper-level undergraduate or graduate student who has completed coursework in marketing, communications (or journalism, public relations, or other writing-centered coursework) and has some prior experience leading or organizing events and activities. Visual art or graphic design experience is valuable but not required. The intern must have competence in the MS Office suite, general knowledge of social media platforms (Facebook, Instagram, Youtube), and have good written and verbal communication skills.

Interns will receive a \$2000 scholarship each. An initial payment of \$1000 will be distributed at the beginning of each scholar’s project, and the final distribution will be made when all requirements have been fulfilled, including a final report, hard and digital copies of all work completed, and a schedule for a final presentation. Internship details will be determined by the student, their faculty and department requirements, and RLAF staff.



Student applications can be emailed to ambyr@rancholosalamitos.org, and should include a current copy of university transcripts, a Statement of Purpose referencing their Area(s) of Interest, a portfolio highlighting any related work, and a resume/C.V.

Applicants may come from any College or Department at CSULB as long as their skills and talents meet the needs and requirements of RLAF.

Applications will be accepted on a rolling basis for work commencing after June 1, 2021.

Related Fields of Study:

- Marketing and Communications
- Social Media Marketing
- Public Relations
- Journalism
- Nonprofit management
- Museum Studies
- Visual art and/or Graphic Design
- Nonprofit fundraising and special events

[About Rancho Los Alamitos Historic Ranch & Gardens](#)

Rancho Los Alamitos, the “Ranch of the Little Cottonwoods,” is a Long Beach City Landmark and is twice-listed on the National Register of Historic Places. The Rancho has a continuous history that stretches back for more than 1500 years and reflects the many people who have called it home – from the first people, the Gabrielino/Tongva, to the farmers of the mid-twentieth century. In 1968, the children of Fred and Florence Bixby, the last private owners, donated their family ranch to the City of Long Beach, and endowed upon the city a legacy of hospitality, community engagement, and quality public education.

Today the Rancho Los Alamitos Foundation (RLAF) operates Rancho Los Alamitos Historic Ranch & Gardens in a public-private partnership with the City of Long Beach. The 7.5-acre historic resource comprises the ranch house (constructed c. 1800-1933), four acres of nationally significant gardens, a barnyard area, visitor center, and research archive. Rancho Los Alamitos continues to explore the interaction between people and place, culture and environment, past and present to create a greater understanding of the evolution of Southern California in relation to the state, the nation, and the world.