

## Androscoggin Land Trust: Community Recreation on the River

Contact: Kathy Young, 207-782-2302/[kyoung@androscogginlandtrust.org](mailto:kyoung@androscogginlandtrust.org)



**ANDROSCOGGIN  
LAND TRUST**

## River Recreation Internship

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Location: Auburn, Maine

Period of Engagement: Summer 2014; June - August

Compensation: Stipend and sales incentive.

Affordable housing will be provided by Bates College but is the responsibility of the Intern.

Description of the Internship:

The Androscoggin Land Trust (ALT) is introducing accessible community recreation on and along the Androscoggin River. With a range of activities and events, ALT is inviting working adults, youth, families and employers to get out and get healthy. This internship will work with local business and governments to encourage workplace wellness through organized paddling events, walking and event participation.

ALT is a partner with L/A Canoe & Kayak Rental. This internship will involve managing the river-side sales of the rental equipment and up-selling small group experiences, private tours, voucher programs and other creative means to keep the boats on the water and off the rack.

Marketing to current members and local businesses as well as visitors, the intern will manage marketing, social media, personal selling of products and packages to encourage equipment rental.

Responsibilities:

1. Manage rental sales of river-side kayak & canoe operation
  - a. Pre-sell vouchers, work with employee wellness coordinators to stage small group rentals, host 'learn to paddle' workshops for youth and adults, package and promote creatively to increase sales volumes.
2. Work with the Event Management Intern to coordinate use of the rental equipment during public events where rental equipment is needed; assist with the Chief Worumbo Androscoggin River Race and the ALT Family Fun Triathlon to coordinate equipment, contacts and timing of these events with the rental operation.

Qualifications:

- Strong interpersonal and communication skills
- Sales and marketing experience; social media
- Organizational and computer skills

**Deadline for Application: March 15**

**[www.androscogginlandtrust.org](http://www.androscogginlandtrust.org)**