Job Title: Garden-In-A-Box Marketing and Business Intern  
Employer: Center for ReSource Conservation (CRC); Boulder, CO  
Job Status: full or part-time  
Reports To: CRC Water Coordinator  
Application Deadline: Open until filled.  
Application Process: To apply, submit a cover letter, résumé by e-mail to: mlinden@conservationcenter.org

CRC Mission:  
To empower our community to conserve natural resources.

CRC Vision  
A thriving community that understands the finite nature of natural resources and acts to conserve them.

Core Values  
• collaboration  
• global impact via local action  
• individual engagement is the cornerstone of conservation  
• stewardship of the organization’s resources  
• practice what we preach

Job Responsibilities:  
The Marketing & Sales volunteer is responsible for assisting CRC with identifying and implementing effective marketing and sales techniques to promote the “Garden-In-A-Box” (GIAB) in the Fort Collins region. GIAB is a product designed to have a positive, water-saving impact on the environment. The GIAB is a professionally designed, low-water xeriscape garden that saves half the water of a conventional landscape and costs half as much as what could be purchased at big box home and garden stores. It is an affordable product that helps homeowners and others play a direct role in water conservation. Because of its potential in saving water across Colorado’s Front Range, CRC is working to expand the sales of GIAB throughout the region. CRC is seeking an intern to identify markets in Fort Collins, to establish relationships with these markets, to identify strategies for increasing sales, and to participate in outreach.

Specific tasks & responsibilities:  
Identify what has been working or not working in current efforts  
Develop marketing strategy to quickly sell Garden-In-A-Box kits  
Establish a network of interested private, public and community entities who are interested in promoting or selling the GIAB  
Develop new promotional efforts and develop any needed collateral materials  
Recruit other volunteers to assist in marketing and promotion  
Establish relationships and participate in Fort Collins outreach opportunities
Desired Skills and Abilities:

Excellent written and oral communication skills
Expertise with developing marketing & sales strategies and plans
A business or entrepreneur-minded individual preferred
Knowledge of internet, web-based approaches and social media
Organized individual able to work independently
Experience with public relations, advertising and basic media relations skills
Strong project management/event management skills
Proven ability to conduct research and utilize databases
A high comfort level with web-based communication and web-based programs such as Constant Contact, Salesforce, SurveyMonkey
Ability to work on several different projects concurrently and meet deadlines on time
Proficient with MS Office suite (Word, Excel, and Outlook), web based research tools, and fundraising software
Leadership experience and volunteer management skills a plus