



POSITION DESCRIPTION

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| TITLE: | Safe Route to School (SRTS) Intern |
| EDUCATION: | Currently enrolled in a bachelor's or master's degree program majoring in communication or urban and regional planning, or related field. |
| FTE: | .25 FTE |
| DESCRIPTION: | Reporting to the SRTS Director, the SRTS Intern will support and gain experience with the daily operations of Michigan's Safe Routes to School program including communications, special events, training, and school-based bike/pedestrian infrastructure planning. |

ESSENTIAL FUNCTIONS

- Assist with the planning and execution of SRTS events including Bike to School (B2SD)/ACES Day & Walk to School Day (W2SD)
 - Help develop plan and assist with outreach to schools for engagement and registration purposes
 - Work with selected schools to be highlighted, engage media, and coordinate MFF/MDOT participation with these events
 - Coordinate and execute materials distribution
 - Attend B2SD/W2SD events
- Participate in and support training and outreach efforts
 - Assist with planning and execution of various training efforts
 - Assist with planning and developing presentations, webinars, and other social media tools (e.g. YouTube) to enhance understanding of SRTS program
 - Participate in marketing and promotion of training events
 - Prepare materials for training and outreach
- Support mini grant and major grant application processes
 - Attend meetings of the grant planning process
 - Assist and possibly lead a walking audit
 - Assist with review and discussion of mini-grants
 - Participate in the marketing and promotion of mini-grant opportunity
 - Reach out to past recipients of the grant or schools/communities that have not finished the process to see if they would follow-up on their SRTS efforts
 - Assist with mailing of marketing materials to schools and municipalities
- Assist with supporting SRTS communication tools: website, e-newsletter, and social media plan
 - Attend meetings of the grant planning process
 - Assist and possibly lead a walking audit
 - Assist with review and discussion of mini-grants
 - Participate in the marketing and promotion of mini-grant opportunity



- Reach out to past recipients of the grant or schools/communities that have not finished the process to see if they would follow-up on their SRTS efforts
 - Assist with mailing of marketing materials to schools and municipalities
- Support the SRTS survey process
 - Enter hardcopy student tally and student survey data
 - Visit schools/open houses to deliver and collect parent surveys
 - Assist with developing and implementing post-event/post-training evaluation

JOB REQUIREMENTS AND QUALIFICATIONS

- Ability to exercise a high degree of confidentiality, discretion, and independent judgment
- Advanced Microsoft Office skills including Word, Excel, PowerPoint, and Outlook
- Advanced internet research skills
- Excellent written communication skills including editing, proofreading, and knowledge of correct English usage, spelling, grammar, and punctuation
- Excellent interpersonal skills with an ability to develop and maintain positive and professional working relationships
- Ability to work both independently or collaboratively with others toward the achievement of common goals
- Demonstrated problem solving, conceptual thinking, and analytical skills
- Excellent organizational and time management skills
- Ability to work under pressure, balancing multiple responsibilities, deadlines, and changing priorities while maintaining a calm, helpful, and professional demeanor
- Proficient in standard industry concepts, practices, and procedures, e.g., operation of standard office equipment, file management, telephone etiquette, event management, etc.
- Perform responsibilities in a manner that demonstrates a high degree of integrity, professionalism, accountability, excellence, creativity, and support for organizational mission

INTERN LEARNING OBJECTIVES

- Event organization learning objective: Intern will be able to
 - Plan a national event at the state-wide level from start to finish
 - Effectively engage schools from around the state
 - Draft press releases and generate coverage of events by working with multiple media outlets through a variety of channels
- Training and outreach learning objective: Intern will be able to
 - Plan and execute various components of training events, including promotion of the events.



- Explain the SRTS planning and programming processes
- Grant process learning objective: Intern will be able to
 - Work within federal-grant programs, including the review and selection processes of both full and mini-grants. Apply this knowledge while learning to develop a plan for marketing and promoting our grant opportunities
- Communications learning objective: Intern will be able to
 - Research and write periodic articles topical to SRTS
 - Produce a monthly e-newsletter with support
 - Source appropriate news and other pertinent content to keep website current with
 - Participate in and support a coordinated social media plan
- Evaluation learning objective: Intern will be able to
 - Effectively use the SRTS survey process to develop evaluation of programming, events, and other initiatives while looking for trends and other feedback to make improvements

OTHER INFORMATION

- While performing the duties of this position, the employee will frequently remain in a stationery position as well as be required to walk, stand, bend, kneel, stoop, communicate, reach, and manipulate objects. The position requires mobility.
- Duties involve moving materials weighing up to 10 pounds on a regular basis and may infrequently require moving materials weighing up to 40 pounds.
- Manual dexterity and coordination are required while operating standard office equipment.
- Specific vision abilities required by the job include close vision and the ability to adjust focus.
- Work in usual office working conditions where noise level in the work area is typical of most office environments with telephones, personal interruptions, and background noises.
- Occasionally work in outdoor weather conditions.
- Work assignments occasionally require attendance at evening events and may require overnight travel.
- Must have a valid driver's license and be able to provide proof of valid auto insurance.

HOW TO APPLY

Send resume and cover letter to Katie Alexander, kalexander@michiganfitness.org, **on or before October 29, 2021**. Include STRS Intern in the subject line.



The Michigan Fitness Foundation is an at-will employer. The above position description describes the position currently available and is not intended to be an employment contract. The Michigan Fitness Foundation reserves the right to modify the duties, position description or intern learning objectives at any time. Degree of success and completion of learning objectives is impacted by intern's level of effort. This position is located in Lansing, Michigan.

Michigan Fitness Foundation provides equal employment opportunities to all applicants without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, marital status, status as a Vietnam-era or disabled veteran, or any other characteristic protected by law.