



**OUTWARD BOUND
COSTA RICA**

PR, MEDIA & LOGISTICS INTERN June — August 2019

Founded in 1994, Outward Bound Costa Rica offers a range of experiential education programs to high school, college students and adults that promise challenging physical activities across Costa Rica, Nicaragua and Panama with a focus on personal development, leadership, and cultural immersion.

Our Communications Office is a collaborative team of four full-time staff members responsible for enrollment, marketing and customer service tasks organization-wide. Our team works to increase course participation across all target audiences and ensure excellent customer service—from prospective students, to families of students currently on course, to alumni and partners.

This position requires relocating to Costa Rica for the contract period.

To intern at Outward Bound Costa Rica, you don't have to be an expert in outdoor adventure or Costa Rica—in fact, we love people who are curious and eager to learn and we are happy to help you grow. But, we do look for driven individuals who are not afraid to jump right in.

ROLE OF PR, MEDIA & LOGISTICS INTERN

Forget about delivering coffee and writing posts that never see the light of day. You will directly support our Media & Marketing Manager in writing, editing, pitching, and publishing content for website, blogposts, social media, marketing materials, and more. Interns will develop a substantial portfolio of published writing samples and gain valuable PR experience. Everything you do here will serve a purpose in helping more people experience all that Outward Bound Costa Rica has to offer.

The months of June to August is our organizations high season, during which approximately 200 students travel to and from Costa Rica to participate in our courses ranging from 1 to 8 weeks. In addition to your PR and media responsibilities, we are looking for someone who is willing to jump in and manage student logistics, which includes airport runs and participant evaluations. You'll be supporting the entire organization, marketing team and report to our Media & Marketing Manager and Director of Marketing & Communications.

At our rainforest base, your responsibilities will include but are not limited to:

- Overseeing student arrivals and departures at the airport during high season.
- Researching new press, partnerships, and outreach strategies.
- Interviewing students on camera and off camera for quotes.



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- Crafting copy for print, web advertisements, direct mail assets, brochures, branded promotional items, website, posters, and other marketing materials as needed.
- Writing blog posts, social media posts, ads, press articles and releases.
- Engaging with our audience and pitching new group partnerships via social media.
- Maintaining an organized content calendar and tracking social media performance.
- Act as a creative force for additional content idea generation and video/photo assets.
- Supporting team managers with enrollment duties, student arrive and departures.

DESIRED QUALIFICATIONS

The ideal candidate must possess:

- Strong PR and copywriting skills with a portfolio of demonstrated work.
- Expertise in writing, proofreading and grammar
- Spanish speaking skills
- Cultural sensitivity
- Excellent time management skills and demonstrated attention to detail
- Eagerness to learn and resourcefulness
- A demonstrated interest in education and/or study abroad programs
- A positive attitude & a sense of humor

Outward Bound Costa Rica does not provide laptops or computer software, and you would be responsible for bringing your own equipment with you. This would include the following:

- Laptop (preferably Mac)

COMPENSATION PACKAGE

- Monthly stipend covering basic costs such as food and local transportation.
- Room or dorm room and shared kitchen on our main base (located SE of San Jose in San Ramon de Tres Rios) – all utilities included (water, electricity, phone, cable TV, wireless internet)
- Travelers insurance – Visit WorldNomads.com for more information on their “Explorer Plan” coverage.
- Access to approved Outward Bound Costa Rica course activities & equipment for personal use.
- Use of Manuel Antonio beach base when not working & when approved by the Program Director and Director of Marketing & Communications.

NOTE: Airfare to and from Costa Rica is NOT included.



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DURATION OF CONTRACT

The contract period is June through August 2019. Actual dates of arrival and departure will be agreed upon at contract signing.

HOW TO APPLY

Submit cover letter, resume, and samples of your photo and video work to Brynna Rao, Director of Marketing & Communications, at commdirector@outwardboundcr.org. Specify "PR, Media & Logistics Intern Application" in the subject line. Be sure to include details on your availability, both for interviews and ultimate start date, as well as how you heard about this job opportunity. No phone calls please.

DEADLINE TO SUBMIT

Applications are due as soon as possible for immediate review, but no later than January 15, 2019.