

Superior Hiking Trail Association

Program Development Intern

Position Announcement



Posted: February 2, 2024

The Association

The Superior Hiking Trail Association (SHTA) protects, renews, and enhances the Superior Hiking Trail. We believe the Trail is a resource for everyone. Our staff harness the power of volunteers, supporters, partners, and trail users to break down barriers, engage participants, and create deeper relationships between people and nature. We do this for many reasons but most importantly to protect and preserve our natural landscape so it can be enjoyed for generations to come.

Headquartered in Two Harbors, Minnesota, the Superior Hiking Trail Association manages, maintains and promotes more than 300 miles of trail, 94 primitive campsites and 60 trailheads. Our talented team is made up of five full-time and two part-time employees, a 15-member Board of Directors, a handful of seasonal-contractors, and hundreds of passionate volunteers that keep it all going.

This year, the SHTA celebrates 38 years of trail stewardship. To learn about what we do go to:

<https://superiorhiking.org/about-the-association/>

Position Summary

This 13-week internship position will help establish a Volunteer Ambassador Program to expand our Leave No Trace (LNT) education and outreach along the 300-mile trail corridor. The internship position will help establish program curriculum, training, and coordination for the SHTA. The program will result in increased LNT knowledge within Superior Hiking Trail Association's volunteer base and robust LNT public outreach and education. The Ambassador program is envisioned as a "train the trainer" model that will offer long-term benefits for our volunteer community and the public at-large who will interact with volunteers conducting outreach and education. The intern will be supported by our Volunteer & Education Coordinator, who is also a LNT Master Educator.

Volunteers are the heart and soul of the Superior Hiking Trail Association, every year over 400 volunteers give 8,000+ hours to help maintain the Trail. Supporting their volunteer experience is the

core function of the Association and as part of this internship you will have the opportunity to be part of this support team.

The internship will require a reliable personal vehicle to travel to and from project sites along the trail corridor. Intern must be 18 years of age or older.

Primary Responsibilities

Responsibilities include, but are not limited to:

Ambassador & LNT Program Development

- Work with Volunteer & Education Coordinator and other SHTA leaders to identify goals of the program, including LNT curriculum, learning objectives, and outcomes.
- Review and synthesize LNT materials to create SHT-specific strategies.
- Work with staff to identify locations for LNT education and outreach for summer of '24.
- Create scripts and outreach materials for volunteers to use.
- Coordinate volunteer training.
- Connect with land managers to gain permission to host LNT Outreach at chosen locations.
- Establish a post-event volunteer reporting procedure.
- Create a social media campaign and associated schedule for 2024, including posts, photos, messaging and scheduling. Work with the Communications Director on the plan.
- Develop scripts for several short 2-5 minute Superior Hiking Trail specific LNT videos, and assist V&E Coordinator on LNT video production.
- Attend tabling events as necessary.

LNT Outreach Events

- Coordinate recruitment and volunteer sign-up for each Outreach Event.
- Set up volunteers for success by being responsive and sympathetic to volunteers' needs.
- Prepare materials for each event.
- Provide day-of support for LNT Outreach events.
- Conduct post-event volunteer surveys.
- Analyze post-event reports and provide summary to SHTA leadership.

Volunteer Support

- Work with the V&E Coordinator to prepare project gear at the SHTA office.
- Clean and reorganize returned gear.
- Inventory volunteer gear and supplies.

Volunteer Story Collection

- As requested, attend volunteer projects and take photos of the project sites before and after, along with capturing photos of volunteers working.
- As time permits and does not distract from project work, capture some short bios on volunteers.
- Archive photos per Communication Director's preferred method and due date(s).
- Complete write-ups on the project and/or volunteer bios shared with the Communication Director through their preferred method and by any assigned due date(s).

General

- Attend weekly staff meetings.
- Provide exceptional customer service in person, over the phone and via email.
- Relay important trail issues raised by volunteers/public to the appropriate staff.
- Assist with infrequent office or store related tasks.

Qualifications

- Interest and/or experience in curriculum design and facilitation.
- Interest in volunteer engagement and management.
- Curiosity about community outreach and education.
- Ability to accommodate a variety of learning and teaching styles.
- Ability to take initiative and produce results with minimal supervision.
- Collaborative mindset. A desire to be part of a supportive team of exceptional staff.
- Able to communicate well with people you don't know or just met.
- Adaptable. An ability to roll with surprises and changes.
- Demonstrated commitment to the mission and values of the Superior Hiking Trail Association, including its DEI values (see below).
- Experience with or a strong interest in outdoor recreation (e.g. hiking, biking, skiing, running).

Diversity, Equity & Inclusion

Diversity, Equity and Inclusion Vision Statement: *The Superior Hiking Trail Association is committed to fostering a diverse community of trail users and supporters and a culture of inclusivity, recognizing the value of meaningful outdoor experiences for all along its 300-mile footpath.*

The SHTA is committed to advancing equity through our work and to becoming a more inclusive organization. People of color and others with underrepresented identities (including but not limited to: gender identity, class, socioeconomic status, sexual orientation, age, ability, and background) are strongly encouraged to apply.

Superior Hiking Trail Association is an Equal Opportunity Employer and does not discriminate on the basis of age, ancestry, color, creed, gender identity, marital status, military status, national origin,

parental status, political ideology, race, religion, sex, sexual orientation, the presence of any sensory, mental or physical disability, or any other characteristic protected by law.

Schedule

The internship may begin as early as April 1, 2024 and end as late as October 1, 2024. The total internship will be 13-weeks of full-time work or its equivalent divided over a longer duration. We seek to work with the intern to identify a timeline that both meets our Association's needs but also reduces any barriers for their participation.

This position is located in Two Harbors, Minnesota. Travel along the Trail Corridor will be required and reimbursed. Some evening and weekend hours are necessary for meetings, external relations, and events.

Compensation and Benefits

The intern will be paid \$15/hour.

This position qualifies for Minnesota Sick and Safe Time and will earn one hour of sick leave for every 30 hours worked.

The Intern will be reimbursed for mileage at the current federal rate per mile and also receive a \$25 per month cell phone stipend.

How to Apply

Please send us a letter expressing your interest in and qualifications for this position. Include your resume and two references. Address your application to Lisa Luokkala, Executive Director, lluokkala@superiorhiking.org

Applications accepted until the position is filled.

