



**Title: Marketing & Outreach Intern**

**Location:** Boulder, CO (Hybrid)

**Hours:** Seasonal, part-time intern position. Up to 10 hrs/week during CFR's August-November harvest season.

**About Community Fruit Rescue**

Community Fruit Rescue (CFR) is a 501(c)(3) dedicated to building a community united in strength, health, resilience, and justice, where a vibrant urban tree canopy thrives, supported by knowledgeable stewards. Here, everyone enjoys access to healthy, local food, food waste is dramatically reduced, and humans and wildlife coexist in balance. From tree care to fruit share, we empower Boulder communities to reduce food waste, increase equitable access to locally grown fruit, minimize wildlife conflicts, and foster healthy and productive fruit trees.

Each year in the Boulder area, apples, pears, peaches, and plums fall in piles on the ground, creating a mess for homeowners and a dangerous attractant for wildlife like black bears. Meanwhile, the mainstream globalized food system is trucking in produce from out of state and exacerbating climate change while many people in our community still lack access to healthy, fresh fruit. That's why we organize neighborhood harvests, where trees bearing a surplus of fruit are harvested by volunteers in the course of a fun event. The harvested fruit is split among the volunteers, the tree owners, and donated to local food banks. Slightly damaged fruit is donated to local farm animals and the rescued bears at the Wild Animal Sanctuary. In the fall of 2024, we harvested over 50,000 lbs of fruit with nearly 400 volunteers at 175 harvests, the majority of which was distributed across 20 beneficiary sites.

**Position Summary**

The **Marketing & Outreach Intern (MOI)** will play a key role in promoting CFR's mission and engaging the community. This person will assist with social media management, marketing, content creation, and community outreach while also taking on the role of a **Harvest Leader**, helping to organize and oversee fruit harvest events. The MOI will work closely with the **Harvest & Programs Manager (HPM)** to expand CFR's reach and impact.

This role is ideal for someone with strong communication skills, a passion for sustainability, a creative way of thinking, and an interest in community engagement. The MOI will represent CFR at local events, help recruit volunteers, and help to maintain CFR's online presence. They will also gain hands-on experience leading harvests and interacting with volunteers and the local community.



## Responsibilities Include:

- Creating content for CFR's social media platforms and email newsletters
- Assisting with outreach efforts to recruit volunteers and engage with CU Boulder students, as well as spreading the word of CFR's harvest services to members of the Boulder County community
- Representing CFR at community outreach events
- Supporting and leading fruit harvests as a Harvest Leader
- Collaborating with the HPM on marketing strategies and engagement efforts
- Highlighting CFR's work through various mediums such as photography, videography, storytelling, and more

## Position Requirements:

- Strong written and verbal communication skills
- Ability to lift up to 50 lbs (fruit in crates, ladders, etc)
- Ability to be present at in-person Boulder events
- Experience with social media platforms such as Facebook and Instagram and digital marketing tools such as MailChimp
- Proficient with various software platforms such as Google Drive (Gmail, Docs, Sheets, Calendar, etc.), Slack, Canva, etc.
- Passion for food justice, sustainability, wildlife coexistence, and community engagement
- Ability to work independently and as part of a team
- Comfortable leading small groups during harvest events
- Must be based in Boulder and ideally have access to reliable transportation
- Must have your own computer

## How to Apply

To apply for either position, please send your resume and a brief statement of interest to [info@fruitrescue.org](mailto:info@fruitrescue.org) with the subject line "2025 Harvest Internship Application."

**Apply by June 20th, 2025.**

*Community Fruit Rescue does not discriminate on the basis of sex, race, religion, color, sexual orientation, national origin, ancestry, citizenship status, marital status, pregnancy, age, medical condition (cancer-related or HIV/AIDS-related), handicap, disability, or any other protected status.*