



**FLORESTA**  
**Plant With Purpose**  
**Direct Unpaid Internship**  
**Public Relations Intern**  
**Marketing/Management/IDS/HR**  
**Undergraduate Students**

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### **Organization Background**

Floresta was founded in 1984 by Tom Woodard. At the time, Woodard was volunteering in the Dominican Republic with a Christian relief agency, but he and his colleagues very quickly realized that despite their best efforts to help the poor, the situation was worsening. Floresta, and now *Plant With Purpose*, were founded to bring a holistic approach to the fight against poverty that includes environmental, economic, as well as spiritual transformation. We believe that this three-part approach is the key to creating lasting, sustainable change, and we use a variety of techniques such as micro-credit loans, business skills training and community development to empower the poor to solve their own problems.

### **Project Overview**

At Floresta, the Public Relations Intern will benefit from working closely with marketing coordinator to fine-tune and develop new public relations skills. There will be opportunity to write and distribute news releases that are read all around the world.

The intern will be responsible for marketing company related events and electronic media. Assisting with social networking sites and proofreading all documents and collateral will also make up a substantial portion of the job. The internship will provide a mutually beneficial relationship that will enrich both the student and Floresta and provide the satisfaction of helping people around the world.

### **Skills and Requirements**

- Familiar with Microsoft Office
- Knowledge of Dreamweaver -- a plus
- Accurate and organized
- Excellent writing and proofreading skills
- Good communication skills
- Preferably working towards a degree in public relations, marketing or a related field
- A heart of helping the poor

To apply send your resume to Corbyn Small at [corbyn@floresta.org](mailto:corbyn@floresta.org)