



Gatton Park Internships

Fall 2025

About Gatton Park

Gatton Park on the Town Branch is a 501(c) 3 nonprofit and land-reuse project transforming a 10-acre asphalt parking lot adjacent to the Central Bank Center into a signature green space that will serve as Lexington's version of Central Park. Gatton Park will host a number of amenities such as walking trails, an amphitheater, playground and splash pad, dog park, outdoor reading room, public art, among others. The park is under construction and anticipated to publicly open late Summer of 2025, with a projected 1,000,000 annual visitors. For more information, please visit gattonpark.org.

About Gatton Park Internships

The Gatton Park on the Town Branch internship program prepares candidates for careers in parks and outdoor recreation, nonprofit organizations, venue operations, and program/event driven businesses through hands-on experience in marketing, programming, event production, and visitor experience. Interns gain insight into park operations while contributing to real-world projects that impact their community.

Ideal candidates are students or recent graduates in marketing, communications, event management, hospitality, or related fields with strong communication, organization, and multitasking skills. Experience in event logistics, operations, or customer service is a plus. Interns should be adaptable, comfortable with public engagement, and passionate about community spaces.

At Gatton Park on the Town Branch, the guest experience is built on a foundation of warmth, attentiveness, and community connection, inspired by the highest standards of hospitality. Every visitor is welcomed with a smile and a friendly greeting, setting the tone for a memorable and enjoyable park experience. Staff and interns actively seek out guest interactions, offering assistance, answering questions, and creating moments of personal connection. If challenges arise, immediate service recovery ensures that concerns are addressed promptly, reinforcing a commitment to excellence. Body language remains open

and inviting, fostering an environment where all guests feel valued and appreciated. Every aspect of the park—from well-maintained trails to engaging events—preserves the “magical” experience of exploration and discovery. As guests depart, they are sincerely thanked for their visit, leaving with not just great memories but a lasting sense of belonging.

As an integral part of Gatton Park, interns receive hands-on training in event and program management within a dynamic, professional environment. This program offers valuable resume-building experience and practical skills applicable to various career paths. If you're eager to learn and make an impact, apply today!

Position Details:

- **Location:** Gatton Park on the Town Branch, 795 Manchester St. Lexington, Kentucky 40507. Requires reliable transportation to and from Gatton Park.
- **Internship Type:** Part-time (10-20 hours/wk), paid (academic credit available). This is a paid internship and requires someone located in/near Lexington, KY for the duration of the season.
- **Duration:** Fall 2025 (Projected Dates: August 4–December 19) with flexible start and end dates.
- **Schedule:** Varies based on role. Availability for some evening and weekend events is required.
- **Internship Positions (4):** Programming, Events, Marketing & Communications, and Park Operations & Guest Experience.
- **Ideal Candidates:** Current students or recent graduates in the fields of parks and recreation, event management, marketing, communications, urban planning, design, hospitality, environmental studies, landscape architecture, customer service, or a related field, are a plus.
- **Requirements:** Applicants must submit a cover letter and resume. If selected, applicants must pass a criminal background check if 18+, attend an orientation, and be able to lift at least 25 pounds and stand for extended periods of time.
- **Benefits:** Hands-on experience in nonprofit operations, event planning, and hospitality; professional development in a fun, dynamic environment.

Title: Events Associate

Gatton Park on the Town Branch is seeking a highly motivated and detail-oriented Events Intern to assist with the coordination and execution of a wide variety of events ranging from local community activations to large-scale concerts and Gatton Park’s signature events. Ideal candidates thrive in fast-paced environments, have strong problem-solving skills and are passionate about bringing memorable public experiences to life. This internship offers

valuable hands-on experience in event planning, hospitality, venue operations, and large-scale production.

Responsibilities include event planning, setup and breakdown, liaising with performers, vendors and park partners, ensuring a smooth guest experience, and assisting with behind-the-scenes coordination.

Reports To: Jared Lee, Director of Events & Partnerships

Hours: 10-20 hours/week (flexible schedule agreed upon in advance)

Compensation: up to \$1,000/month stipend paid monthly

Effective Date: Monday, August 4, 2025

Duration: Fall 2025 semester. August 4 through December 20 (exact dates are flexible)

Internship Tasks May Include:

Event Planning & Preparation

- Assist in organizing logistics for park events, from local activations to large-scale concerts.
- Coordinate event checklists, timelines, and run-of-show documents.
- Help coordinate schedules with performers, vendors, and community partners.
- Assist with securing necessary permits, supplies, or rentals under staff supervision.

On-Site Event Execution

- Support setup and breakdown of event infrastructure (e.g., tents, signage, staging, seating).
- Greet and direct performers, vendors, and guests during events.
- Monitor event flow and provide real-time support to address any logistical needs.
- Manage signage, info tables, or wayfinding materials to help guide guests.

Vendor & Partner Coordination

- Serve as a point of contact for vendors during setup and event hours.
- Assist with vendor check-in, space assignments, and hospitality needs.

Guest Experience & Hospitality

- Ensure guests have a positive experience through friendly interaction and helpful guidance.
- Help maintain clean, welcoming event areas and troubleshoot visitor needs.
- Gather feedback from attendees through surveys or brief interviews.

Behind-the-Scenes & Administrative Support

- Support post-event reporting and recap documentation.

- Assist in compiling event data: attendance numbers, feedback, etc.
- Keep event supply inventory organized and help with restocking as needed.
- Assist with administrative support such as, but not limited to, the detailed aspects of recreation administration and operations, programming, events, front desk responsibilities as well as overall facility operations.

Additional tasks and responsibilities may be assigned as needed to support park operations and programming.

Title: Programming Associate

Gatton Park on the Town Branch is looking for an enthusiastic and organized Programming Intern to assist in coordinating and staffing daily activities such as fitness classes, story times, art workshops, and other engaging public programs. The intern will help with event setup and breakdown, interact with participants, support instructors and performers, and ensure a seamless experience for attendees. Additional responsibilities include assisting with program scheduling, gathering community feedback, and contributing to promotional efforts. Ideal candidates should be proactive, adaptable, and passionate about creating inclusive, dynamic experiences in a public park setting. This internship offers valuable hands-on experience in event coordination, community engagement, and public programming.

Reports To: Erica Cook, Director of Programs & Engagement

Hours: 10-20 hours/week (flexible schedule agreed upon in advance)

Compensation: up to \$1,000/month stipend paid monthly

Effective Date: Monday, August 4, 2025

Duration: Fall 2025 semester. August 4 through December 20

Internship Tasks May Include:

Program Coordination & Support

- Assist with setup and breakdown of daily park programs (e.g., fitness classes, art workshops, story times).
- Greet and assist participants, ensuring they feel welcomed and informed.
- Provide on-site support to instructors, facilitators, and performers during programs.
- Monitor events to ensure they run smoothly and troubleshoot basic issues if they arise.

Scheduling & Communication

- Help maintain and update the park's programming calendar.
- Communicate with partners, instructors, and volunteers regarding program logistics.
- Assist in confirming attendance and preparing materials needed for each session.

Community Engagement & Feedback

- Distribute and collect participant feedback forms.
- Conduct informal interviews or surveys with attendees to gather input on programs.
- Track participation numbers and trends for reporting and planning.

Promotional & Outreach Support

- Contribute ideas for new or improved programs based on community interests.
- Help create or distribute flyers, posters, and digital promotions for upcoming events.
- Take photos and notes at programs for use in park communications and reporting.

General Support & Administration

- Keep storage areas, supply bins, and materials organized.
- Support park staff with visitor questions and general inquiries during program times.
- Attend weekly planning meetings and provide input on future programming.
- Assist with administrative support such as, but not limited to, the detailed aspects of recreation administration and operations, programming, events, front desk responsibilities as well as overall facility operations.

Additional tasks and responsibilities may be assigned as needed to support park operations and programming.

Title: Marketing & Communications Associate

Gatton Park is seeking a dynamic and creative Marketing & Communications Intern to support promotional efforts for this vibrant downtown urban park. The intern will assist with social media management, content creation, event promotion, and community engagement initiatives to enhance the park's visibility and visitor experience. Responsibilities include drafting social media posts, designing marketing materials, coordinating outreach campaigns, and supporting on-site programs and events. Administrative duties include visitor experience (attendance tracking, surveying, gathering feedback, answering phone calls and general inquiries). Ideal candidate should be detail-oriented, possess strong writing and design skills, and have a passion for public spaces and community engagement. This internship offers hands-on experience in digital marketing, branding, and hospitality in a unique outdoor setting.

Reports To: Erica Cook, Director of Programs & Engagement

Hours: 10-20 hours/week (flexible schedule agreed upon in advance)

Compensation: up to \$1,000/month paid monthly

Effective Date: Monday, August 4, 2025

Duration: Fall 2025 semester. August 4 through December 20

Internship Tasks May Include:

Social Media & Content Creation

- Draft and schedule social media posts across platforms (Instagram, Facebook, etc.)
- Capture and edit photos/videos during park events and daily activity for use in promotional content.
- Assist with creating stories, reels, and posts that reflect the park's mission and events.
- Monitor and respond to comments, messages, and tagged content in coordination with staff.

Event & Program Promotion

- Design flyers, digital ads, and signage using Canva or Adobe Suite.
- Update website event calendar and online community calendars with upcoming events, programs, and announcements.
- Assist with planning and executing marketing strategies for events and programs.
- Create and distribute outreach materials to local businesses, schools, and community centers.
- Help set up, staff, and photograph events as needed.

Community Engagement & Visitor Experience

- Greet visitors at the park and assist with way-finding and information.
- Conduct brief visitor surveys and collect feedback at events.
- Track attendance and engagement during programs.
- Answer phone calls and respond to general public inquiries.

Administrative Support

- Maintain organized digital folders for marketing assets and analytics.
- Help track media coverage and gather analytics from social media and web platforms.
- Assist with administrative support such as, but not limited to, the detailed aspects of recreation administration and operations, programming, events, front desk responsibilities as well as overall facility operations.

Additional tasks and responsibilities may be assigned as needed to support park operations and programming.

Title: Park Operations and Guest Experience Associate

Gatton Park on the Town Branch is seeking a curious and community-minded intern to support research, documentation, and engagement efforts as we open a new 10-acre public

park in downtown Lexington. This internship will involve helping to assess the park's economic and environmental impact, conducting visitor interviews and observations, and assisting with landscape and amenity documentation using digital tools. Ideal candidates are detail-oriented, comfortable engaging with the public, and eager to contribute to a meaningful community project that blends sustainability, innovation, and inclusive design.

This internship is ideal for students or recent graduates in public policy, environmental studies, landscape architecture, urban planning, parks and recreation, or a related field.

Reports To: Ethan Howard, Director of Planning & Quality Management

Hours: 10-20 hours/week (flexible schedule agreed upon in advance)

Compensation: up to \$1,000/month paid monthly

Effective Date: Monday, August 4, 2025

Duration: Fall 2025 semester. August 4 through December 20

Internship Tasks May Include:

Community Engagement & Visitor Experience

- Assist with research on the economic and social impact of the park.
- Conduct intercept interviews with park visitors to gather feedback and usage data.
- Perform observation counts to track visitor trends, park use, and program attendance.
- Greet visitors at the park and assist with way-finding and information.
- Assist with setup and breakdown of daily park programs.
- Assist with administrative support such as, but not limited to, the detailed aspects of recreation administration and operations, programming, events, front desk responsibilities as well as overall facility operations.

Landscape & Asset Documentation

- Help catalog trees, plantings, and other natural features using selected tracking software.
- Assist in documenting park amenities, such as seating, lighting, and signage.
- Support the development of maps or other visual materials to represent park features (GIS or mapping skills a plus, but not required).
- Assist in documenting the environmental footprint and benefits of the park (e.g., native plantings, solar features).
- Research smart park technologies and innovative sustainability practices.
- Support potential implementation of environmental or tech-forward pilot programs.

Additional tasks and responsibilities may be assigned as needed to support park operations and programming.

To Apply: Please email a resume or CV, cover letter, and list of 2 to 3 academic/professional references to Director of Programs & Engagement Erica Lynne Cook at **erica@gattonpark.org** with your desired position in the subject.

Applications are also accepted through Handshake (search Gatton Park on the Town Branch).

Applications and interviews will be conducted on a rolling basis from April 21 through June 2, 2025. Finalist candidates will be invited to a concluding interview with their prospective supervisor(s) and the CEO of Gatton Park.