



Atlantic Climbing School is offering a paid Business Management/Marketing internship for the summer of 2012.

About Atlantic Climbing School:

Like most things of quality, Atlantic Climbing School's mission is refreshingly simple: *to provide professional, fun, and rewarding rock climbing experiences for clients of all ages and abilities.*

During the summer season ACS conducts all its courses in **Acadia National Park** and the **Camden Hills** area. Acadia's unique sea cliffs and Camden's varied terrain are ideal locations for the first time climber as well as the experienced veteran. ACS is owned by Eli Simon and Pete Fasoldt, both are Maine natives, who love climbing, teaching, and sharing their passion for the outdoors with others.

Growing up in **Camden, Maine**, Eli and Pete developed a deep appreciation for Maine's rugged coastline. Before long they became acquainted with Camden Hills' unique metamorphic escarpments and Acadia's pink granite cliffs. Although during the off season they guide and climb in other venues from New Hampshire to Argentina and places in between, every year they return to their hometown crags for refreshing seaside climbing. We here at ACS invite you to our home to experience with us all that Maine has to offer.

The ACS curriculum is extensive but focused, refined for more than thirty years of climbing and guiding experience. We consider each client unique, with a special combination of experience, skills, age, and fitness. For this reason, the content of all of our courses can be personalized to meet the specific goals or needs of each client. That's also why ACS's client-to-guide ratios remain small. We feel strongly that these are all important factors in helping us deliver a quality course for everyone. For more information about who we are and how we operate check out our website at climbacadia.com

Responsibilities/Expectations:

This is a ten-week paid internship in Bar Harbor, Maine beginning on the last week of June and ending on Labor Day. (Dates are flexible but applicants who can commit to these ten weeks will have priority.)

We are looking for college graduates with a Business or marketing degree or students in their final year/s of school working towards a business/marketing degree.

This internship will provide valuable hands on experience working with a unique and fun small business. You will be working with real clients every day and your decisions and actions will have real effects on the company. This is a serious internship and we are only looking for serious applicants. Ideally applicants would also be climbers and outdoor enthusiasts and have an understanding and a love for rock climbing. This internship will cover all aspects of running a small business with an emphasis on marketing, customer service, and social media. The internship could be anywhere from 20-40 hours per week.

Responsibilities may include but are not limited to:

- Taking reservations and providing excellent customer service, over the phone, through email, and in person.
- Updating our website, Facebook and Blog with new information, photos and videos, and basically making us look awesome.
- Creating an email database and a bi-annual news letter.
- Keeping us on the cutting edge of social media. (Twitter, Blog, Facebook)
- Organizing courses, scheduling and managing the guides work load.
- Keeping track of finances, payroll, our work schedule, and calendar.
- Making sure brochures are distributed around Bar Harbor.
- Create and push new promotions and ideas. (ex.Groupon)
- Work with Google Analytics and Google Adwords to have search engine optimization.
- Creating awesome promotional/informational videos.
- Be creative and think of new ways to promote ACS to our target demographic (ex. Stickers, raffles, sponsored events.)
- Target schools, camps and other groups to create relationships and cool summer programs with new clientele.
- Analyzing the competitive marketplace and Identifying strengths, weaknesses, Opportunities and threats.

Qualification:

- Must be super organized.
- Must have a solid work ethic and self motivation.
- Must be articulate and comfortable speaking to clients.
- Must be creative, motivated and able to work independently
- Must be a social media dork (spending hours a day on Facebook is normal)
- Must be confident and likes their ideas to be heard.
- Should have an understanding of Word Press, Excel, photo and video editing software.
- Should be handy on a PC and on a Mac.
- Is a Google master and has good problem solving skills

- Must understand the challenges of working as an integral member of a small business
- Has a basic understanding of Google Analytics/Adwords/search engine optimization
- Is nice, honest, and is ok with spending a lot of time in an office.
- Likes to play outdoors and ideally would love climbing.
- Works well with others and is a cool and fun person.

Benefits for the 2012 Season

- Spending your summer in the most beautiful place in the world.
- Hands on experience in the field that you have been studying.
- A foot in the door! (If you do a great job we will certainly let your future employers know!)
- Working for a cool AMGA accredited climbing School
- Access to pro deals from all the leading outdoor companies (ex. Patagonia, Black Diamond, Petzl, Native, Five Ten)
- A flexible schedule with and a great work environment.
- A weekly stipend (amount depends on experience) and a \$1,000.00 bonus with the completion of the internship.
- Being surrounded by AMGA trained guides and climbers who are always looking for climbing partners.
- Being able to bike, climb, swim, sail, kayak, hike, or run everyday easily.
- Having the option to shadow any of ACS's climbing courses.
- Extremely discounted courses through ACS for friends and family.
- Big ACS staff party around Labor Day with lobster, steak, beer, and other delicious things.

How to apply:

If you meet the qualifications and are interested in this internship please send a cover letter (explaining who you are, why you would like this internship, future plans/goals, etc.), a professional resume, an outdoor recreation/climbing resume, and three references to **info@climbacadia.com**. We will look over the applications and contact the most qualified individuals for an interview. We will have a definitive answer by **April 1st, 2012**. We are currently accepting applications and will stop taking applications on **March 1st, 2012**