Web and Social Media Academic Internship  
Golden Gate National Parks, San Francisco  
Part Time, Spring Semester 2017 (with potential for Summer Extension)  
Available only to students currently enrolled at COM, SFSU, and CCSF

OVERVIEW

The Golden Gate National Recreation Area (GGNRA) is a destination for both locals and international visitor with its sweeping vistas, immense biological diversity, and unique cultural resources. With over 15 million visitors annually and over 80,000 acres of land, the GGNRA is the largest urban national park in the country.

The mission of the GGNRA’s interpretative and education programs is to make our national parks relevant to an increasingly diverse America and to build a sense of ownership, civic engagement in the care of our parks, communities and environment. We are currently seeking a student intern whose primary responsibility will be improving the design and usability of five NPS web sites. Duties will include web content review and revision, creating audio and video content, and helping run social media campaigns.

POSITION

Are you a creative geek who would like to help the National Parks reach out to new audiences, and inspire the next generation of environmental stewards?

We are looking for a Web and Social Media Intern to assist in web site improvements and to maintain our social media presence. The intern will work as part of the Media Team under the park’s Accessibility and Exhibits Specialist and the Visual Information Specialist in a fast-paced multitasking environment. The intern will develop web content that could include written, graphical, and audio/video for a wide variety of topics. Collaborate with other divisions and possibly park partners to produce content for web and social media channels.

The ideal candidates for this position will have skills in web and social media development including knowledge of photographic/video/audio processing for digital content development. Must have outstanding customer service skills, and the ability to work cooperatively with cross-functional teams.

DESCRIPTION OF DUTIES

● Create informative, visually appealing and relevant web site content for GGNRA web site
● Review current web sites, remove outdated or unneeded pages, documents and content
• Analyze website structures, recommend and implement ways to improve user access to needed information
• Shoot and edit video content that promotes park activities and events
• Create video content that documents and promotes the Academic Internship program
• Help create, organize and implement social media campaigns
• Create social media posts as directed
• Work cooperatively in a busy office environment

BENEFITS
• Gain youth leadership and media production experience at a highly respected organization with a model partnership between National Park Service, Golden Gate National Parks Conservancy, and other Park Partners.
• Develop professional quality media for inclusion in a resume, portfolio, or presentation reel.
• Opportunity for personal/professional development days to pursue an interest, including training and education opportunities in various departments within the National Park Service and the Golden Gate National Parks Conservancy.
• Opportunities to work with staff and volunteers from diverse backgrounds that share a common interest in preserving and protecting our natural lands while engaging the next generation of park stewards.
• Fifty Dollar ($50.00) per day taxable stipend available, plus academic credit (for College of Marin, City College, and SF State students only).

DESIRED QUALIFICATIONS
• Creative, innovative, and able to develop content to meet the targeted audiences.
• Good communication skills; treats others with respect; speaks and writes clearly and effectively.
• Enthusiasm for environmental and historical education.
• Energetic, flexible, self-motivated, and a sense of humor.
• Ability to work independently with digital technology and take on a leadership role as needed.
• Desire to work in a team and to work with a diversity of people with different backgrounds, ethnicity, races, genders, sexualities, ages, and viewpoints.
• Must conform to standards of professional behavior including dress, punctuality, client contacts and interpersonal relationships.
• Bi-lingual skills are a plus.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT
• Intern will work mostly indoors, and occasionally outdoors. Outdoor weather conditions vary from day to day – intern must be able to perform duties outdoors while maintaining a sense of humor
• Intern must be comfortable sitting, standing, and walking in public settings frequently

TERMS
• Desired Start Date: January 2017
• Up to 3 days per week, January through May. Summer (full time) extension possible based on funding, performance, and need. Schedule will include some nights and weekends
• $50.00 daily taxable stipend plus academic credit available
• Intern must have a Social Security Number or Individual Taxpayer Identification Number to receive stipend
• Available only to students currently enrolled in SF State, City College of San Francisco, and College of Marin

To apply for this position, please submit an application and send a resume and a thoughtful cover letter to AcademicIntern@parksconservancy.org. Please indicate the position(s) that you are applying for in your cover letter. No phone calls please.

The Parks Conservancy and National Park Service seek to increase diversity in the workplace and reflect our Bay Area community. People of color and of all backgrounds are encouraged to apply.