



New Media Design and Production Intern

Golden Gate National Parks, San Francisco

Part Time, Spring Semester 2016 (potential for Summer Extension)

Available only to students currently enrolled at SF State 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 share our national parks with 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 student interns whose primary responsibility would be production of multimedia digital materials for distribution on the web, at visitor's centers, and broadcast television.

POSITION DESCRIPTION

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?

The Golden Gate National Parks is seeking New Media Design Interns for the Division of Interpretation and Education. These individuals will be responsible for working as team players in collaboration with other divisions and possibly park partners in the production of multimedia productions, development of branding identities, promotional materials for special events, interactive games for kids, and photo/video documentation of events throughout the park.

More specifically, this intern will develop projects that may include writing scripts, designing graphics, taking photographs, shooting and editing video, recording and editing sound, creating post-production effects, designing web pages, creating brochures and other publications, posting to social media sites, and sending Tweets. Projected media productions will profile programs in the park including: the environmental education programs at the Crissy Field Center, native plant restoration through the GGNPC Native Plant Nurseries, the park wide Stewardship programs, NPS Division of Environmental Safety's Zero Emission Vehicle Program, the NPS Division of Interpretation's Climate Change exhibits, and alternative energy installations at a variety of sites.

DESCRIPTION OF DUTIES

The ideal candidates for this position will have strong technical photographic/video/audio and/or new media (web) and social media development skills, outstanding customer service skills, and the ability to work cooperatively with cross-functional teams. Potential projects include:

- Writing/shooting/recording/editing multimedia productions for visitor's center locations, online delivery, or TV broadcast.
- Upgrades of existing media to expand Universally Accessible content delivery options.
- Development of a branding identity for one or more of the park's volunteer programs.
- Development of promotional materials for special events.
- Development of interactive web based games for children.

- Photo documentation of the park's events as well as commercial quality shots of the park itself.

BENEFITS

- Gain youth leadership and media production experience at a highly respected organization with a model partnership between National Park Service, the Golden Gate National Parks Conservancy, and a host of other Park Partners.
- Development of 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.

DESIRED QUALIFICATIONS

- Enthusiasm for environmental and historical education.
- Energetic, flexible, self-motivated, and a sense of humor.
- Ability to work independently 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.
- Good communication skills; treats others with respect; speaks and writes clearly and effectively.
- Creative, innovative, and able to develop compositions to meet the targeted audiences.
- Must conform to standards of professional behavior including dress, punctuality, client contacts and interpersonal relationships.
- Bi-lingual skills are a plus.
- Must be a cross platform computer user, proficient in at least some of the following programs: InDesign, Photoshop, Illustrator, Acrobat, MS Office, Reason, AfterEffects, Premiere, Final Cut Pro, Peak, or QuickTime.
- Must be comfortable using digital SLR cameras, shooting stills in RAW format or HD video.
- Ability to communicate effectively with diverse park visitors and park personnel.
- Ability to be calm and courteous during occasional hectic and stressful situations.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT

- This will sometimes be a field- based position during on-site shoots or research, with the remainder office based during pre and postproduction.
- Must enjoy working outside in various weather conditions while maintaining a sense of humor.
- Ability to lift, carry and position objects weighing up to 40 pounds

TERMS

- Desired Start Date: January 2016
- Schedule: 3 days per week, January through May. Summer (full time) extension possible. Schedule is flexible.
- Available only to students currently enrolled in SF State and City College of San Francisco

To Apply: please [complete an online application](#) and send a **resume** and **thoughtful cover**

letter to AcademicIntern@parksconservancy.org. Please write "2016 Academic Internship Application" in the email subject header and include the position(s) that you are applying for in the body of your email.
No phone calls please.

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