



## Content Marketing Academic Internship

Golden Gate National Recreation Area; Hybrid (virtual and in-person)  
Part Time (2-3 full days/week), Summer 2026  
Available only to students currently enrolled at COM, CCSF, and SFSU

### Organization Description:

Since 1981, the Golden Gate National Parks Conservancy (Parks Conservancy) has served as the nonprofit partner of the National Park Service, collaborating with the Presidio Trust, partners, donors, and the community to support the Golden Gate National Recreation Area (GGNRA). The GGNRA stretches across three Bay Area counties north and south of the Golden Gate Bridge and includes iconic places such as Muir Woods National Monument, Fort Point National Historic Site, Alcatraz Island, Crissy Field, Mori Point, Lands End, and the Presidio of San Francisco.

The Parks Conservancy engages at the intersection of national park sites, local communities, social justice, and climate resilience. Collaborating with partners, our staff are dedicated to enhancing public awareness and providing volunteer and educational opportunities in the parks. We are park builders, caretakers, ambassadors and educators, all working to connect people to parks in support of our vision *Parks for All Forever*. Join us.

### Branch/Unit Description:

The Communications Branch drives awareness and engagement by sharing inclusive stories and promoting the organization's mission through strategic marketing, publications, media outreach, and digital platforms. It shapes the Parks Conservancy's brand narrative, ensuring consistent messaging across programs, and supports revenue growth by marketing income-generating initiatives. Through these efforts, the branch serves as the primary link between the Parks Conservancy and its diverse audiences.

## **Internship Overview:**

The Content Marketing Intern will support the creation and execution of engaging content across digital channels. This role offers hands-on experience writing, editing, and refining content for websites, email campaigns, social media, and visitor-facing materials, while learning how storytelling drives brand awareness, audience growth, and lead generation. The intern will also help optimize content for search by improving clarity, structure, and keyword use, ensuring stories and guides are easy to find and accessible to a wide audience. Working closely with the Marketing and Communications team and other departments, the intern will help bring campaigns, guides, and park stories to life across platforms.

This position is located in Fort Mason, San Francisco. The start date for this position is June 2nd, 2026, with an end date of August 14th, 2026. Work is performed Hybrid (virtual and in-person). The work schedule for this position is Tuesday- Thursday, 9am-5pm. In-office on Tues & Thursday at Fort Mason, Wednesdays virtually. Interns must be able to work full day increments. Interns must have a Social Security Number or an Individual Taxpayer Identification Number to receive a stipend. This position is only available to students currently enrolled at College of Marin, SF State University, and City College of San Francisco.

**Reports To:** Senior Content Marketing Manager

## **Learning Objectives:**

### Content & Storytelling

- Develop strong writing and editing skills for digital content
- Learn how to translate complex information into clear, engaging, audience-friendly content for maximum impact
- Understand how storytelling supports brand awareness, engagement, and lead generation

### Search Engine Optimization

- Learn the basics of search engine optimization, including keyword research, on-page optimization, and content structure
- Apply SEO best practices to improve the visibility and accessibility of web content
- Understand how content performance is influenced by search intent and user behavior

### Analytics

- Learn to interpret basic performance metrics such as page views, engagement, and conversions
- Gain experience testing and refining content based on results

### Collaboration & Professional Skills

- Build experience working cross-functionally with marketing, communications, design, program, visitor services teams

- Learn to receive and apply feedback through revision cycles
- Develop project management, time management, and communication skills in a professional environment

#### **Essential Functions and Responsibilities:**

- Contribute creative content ideas and themes that support marketing campaigns and events
- Collaborate with the Marketing Team to create content for digital channels, email, and event promotion
- Assist in executing the organization's overall content marketing strategy
- Support the creation, editing, and scheduling of content for web, social media, and email
- Help promote events and programs through coordinated content and campaign support

#### **Knowledge, Skills, and Abilities:**

- Passion for mission-driven organizations, storytelling, and content creation.
- Curious mind, resourceful
- Microsoft Office (Outlook, PowerPoint, Word, Excel)
- Strong written and verbal communication skills
- Organizational skills and attention to detail

#### **Health and Safety:**

It is the goal of the Parks Conservancy to create and maintain a safe and healthy workplace. We work to mitigate hazards and risks that may cause harm to employees, consistent with state and federal laws. Employees play an active role in creating a safe and healthy workplace and are expected to comply with all applicable health and safety rules.

#### **Physical Requirements and Work Environments:**

- Work is performed in an office setting.
- Work is primarily performed sitting, standing, and/or walking.
- Must be able to sit at a desk six to eight hours per day.

#### **Terms of Position**

- Start Date: June 2, 2026
- Hybrid (virtual and in-person)

- o Work site: Fort Mason and at home
- Work Schedule: June 2<sup>nd</sup> - August 14<sup>th</sup> (11 weeks total)
- Intern must be able to work in full day increments
- Intern must have a Social Security Number or an Individual Taxpayer Identification Number to receive stipend
- Available only to students currently enrolled at College of Marin, SF State and City College of San Francisco

## **Benefits**

- Opportunity to attend trainings and workshops on a variety of topics including resume building and interview skills, history, flora and fauna of the GGNRA, mapping and monitoring, computer skills, and much more
- Opportunity to enjoy the scenery, wildlife and cultural resources of a spectacular National Park
- Opportunity 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
- Opportunity for personal/professional development days to pursue an interest, including training and education days in various departments within the Park Service and Parks Conservancy
- Two-hundred and fifty dollars (\$250) per week taxable stipend plus academic credit available
- Uniforms will be provided

## **Position Contact and How to Apply**

To apply for this position, please [submit an application](#) by March 15, 2026. For questions regarding the Academic Internship Program, please reach out to [internships@parksconservancy.org](mailto:internships@parksconservancy.org).

**Application Deadline Date:** March 15<sup>th</sup>, 2026

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All employees may be required to perform duties outside of their normal responsibilities from time to time, as needed.

The Golden Gate National Parks Conservancy is an Equal Opportunity Employer. Recruitment, placement and promotions are conducted without regard to an individual's race, color, religion, sex, national origin, age, physical handicap, veteran status or sexual orientation, or any other classification protected by Federal, State, and local laws & ordinances. We will consider qualified candidates with criminal history in a manner consistent with the requirements of the San Francisco Fair Chance Ordinance. All qualified applicants are encouraged to apply.

