



Social Media Academic Internship (Parks Conservancy)

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 Social Media Intern position is an inspired and exciting role within the Parks Conservancy's Communications and Marketing Branch. The Comms Team develops the "personality" of the Parks Conservancy's brand, curating compelling visuals, telling impactful stories, and nurturing and expanding the organization's relationship with new and existing audiences. The Social Media Intern will work closely with the Senior Content & Media Specialist and the Communications Director to learn about brand-aligned content creation and strategy.

Internship Overview:

The Social Media Intern should be ready to fully immerse themselves in the world of nonprofit social marketing. The Social Media intern will work with the Communications team to learn about content creation, content strategy, and be eager to develop content of their own for the Parks Conservancy's social platforms. With a mix of time spent in-office, in the field, and working remotely, the Social Media Intern will get a comprehensive experience of learning how to create and tailor content to an organization, shoot and edit short-form video content, interview subjects for videos, write brand-aligned copy, and more!

This position is located at Fort Mason, San Francisco, in the field, and remote. 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 tentative work schedule would be 2-3 weekdays (M-F) 9am-5pm. Interns must be able to work in half-day or 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 and Media Specialist

Learning Objectives:

- Develop practical skills in creating, scheduling, and publishing content across multiple social media platforms
- Learn how to tell mission-driven stories
- Gain hands-on experience with basic social media analytics and learn how to measure and interpret audience engagement
- Build visual storytelling skills through video capture and editing for digital platforms
- Understand how social media supports nonprofit communications, fundraising, and public outreach goals
- Learn best practices for maintaining a consistent brand voice and visual identity
- Develop professional writing skills for concise, accessible, and inclusive social media messaging
- Gain experience collaborating with cross-functional teams in a nonprofit or public-serving organization
- Learn how to plan content using editorial calendars and align posts with campaigns and events
- Strengthen time management, organization, and communication skills in a professional work environment
- HAVE FUN!

Essential Functions and Responsibilities:

- Assist in creating and scheduling engaging content across social media platforms
- Capture and edit photos and short-form videos highlighting parks, programs, events, and community impact
- Write clear, on-brand captions that promote park stewardship, environmental education, and public engagement
- Support promotion of events, volunteer opportunities, and fundraising campaigns through social media
- Track basic analytics (reach, engagement, follower growth) and help prepare performance summaries
- Research social media trends, hashtags, and best practices relevant to nonprofits and outdoor spaces
- Assist with content planning calendars and brainstorm creative campaign ideas
- Collaborate with Communications staff to ensure accurate and timely messaging
- Help maintain a consistent brand voice and visual identity across platforms

Knowledge, Skills, and Abilities:

- Valid drivers license and access to a personal vehicle is a plus but not required
- Knowledge of social media platforms like Instagram, Facebook, YouTube, and LinkedIn.
- Basic writing skills including grammar, punctuation, and spelling.
- Knowledge of using phone cameras for photography and video.

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:

- Minor hiking may be required in field. Estimated 1-3 miles across varied terrain per week, occasionally in slick/wet conditions.

Terms of Position

- Start Date: June 2, 2026
- Hybrid (virtual and in-person)
 - Work site: Fort Mason, San Francisco, in the field, and remote!
- Work Schedule: June 2nd - August 14th (11 weeks total)
- Intern must be able to work in half-day or 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.

Application Deadline Date: March 15th, 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.

