



TDEC INTERNSHIP PROGRAM

Tennessee State Parks Marketing & Events

Event Management Intern

About the Tennessee Department of Environment and Conservation (TDEC)

The Department exists to enhance the quality of life for citizens of Tennessee and to be stewards of our natural environment by:

- Protecting and promoting human health and safety.
- Protecting and improving the quality of Tennessee's land, air, and water.
- Conserving and promoting natural, cultural and historic resources.
- Providing a variety of quality outdoor recreational experiences.

TDEC has approximately 2,900 employees working across Tennessee supported by a total budget of more than \$300 million with funding from fees for services, state parks revenue, federal sources, and the state general fund.

About the Tennessee State Parks and the Marketing Department

Tennessee State Parks is one of two bureaus that make up TDEC. Tennessee State Parks was established in 1937 to preserve and protect, in perpetuity, unique examples of natural, cultural, and scenic areas and provide a variety of safe, quality, outdoor experiences through a well-planned and professionally managed system of state parks. This includes the management of 56 state parks and 85 natural areas across the state.

The mission of the Tennessee State Parks Marketing Department is to promote the unique natural resources, diverse activities, historical significance, and hospitality services available in all of our 56 Tennessee State Parks. This mission is accomplished through the marketing department's main focuses of: digital media, print media, events, gift shops, partnerships, group sales, and the Conservationist magazine.

Summary of Position

This internship position is located at the William R. Snodgrass Tennessee Tower at 312 Rosa Parks Avenue, Nashville, TN. The selected candidate will work with the Tennessee State Parks Marketing Department in supporting various events throughout the 56 Tennessee State Parks. Commitment of hours for the internship will vary with requirements of the college or university internship guidelines but will not exceed 30 hours per week. There will be flexibility in scheduling time to accommodate the needs of the student. This is an unpaid internship. All interns will have a primary supervisor who will be responsible for assigning work, providing feedback on performance, and

sharing information on opportunities for additional engagement with the department. Additional staff may supervise interns on specific projects in collaboration with the primary supervisor.

Potential Projects and Areas of Focus

- Assist with planning, logistics, and execution of a variety of Tennessee State Parks events, including annual hikes, bike rides, triathlons, and running events.
- Connect with external organizations and community partners to solicit and obtain sponsorships and donations for events.
- Create digital graphics, social media content, and print materials to market events.
- Assist in registration management and financial reporting.
- Participate with the development of new events with the goal of driving revenue while providing high quality experiences for participants.

Knowledge, Skills and Abilities

The successful candidate will have a demonstrated ability to perform in the following areas in a fast pace program environment:

- Strong problem solving, project management and planning skills.
- Able to manage multiple concurrent projects independently.
- Deliver quality customer service to internal and external customers.
- Exhibit strong written and verbal communication skills.
- Be proficient using Microsoft Office products, especially Microsoft Excel.
- Social media and Adobe experience preferred.

Education / Experience:

The student must be currently enrolled in a college or university focusing on a degree in related fields such as public administration, business administration, marketing, management, public relations, communications, and have an interest in event or sport management. **Candidates must receive college credit for the internship and be an undergraduate at an accredited college or university.**

For more information, please contact Deanna Jones at Deanna.Jones@tn.gov or 865-594-5561. Interested candidates should submit their resume, cover letter, and contact information for internship coordinator at their college (if applicable) to Deanna.Jones@tn.gov. Additional information about internships with the Dept. of Environment and Conservation is on our website: <https://www.tn.gov/environment/about-tdec/employment-and-internships/employment-intern-opportunities.html>.

TDEC is an AA/EEO/ADA equal opportunity employer