



TDEC INTERNSHIP PROGRAM

Tennessee State Parks Marketing

Marketing 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 digital marketing efforts. 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 internship 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

- Conducting search engine and social site content audits and updates.
- Claiming and updating pages on referral sites to drive traffic to TNStateParks.com.
- Curating and scheduling social content in coordination with the Communications and Content Marketing Manager.
- Assisting with the creation of written and video content.
- Updating content and visuals in marketing and reservation email templates.
- Assisting Communications and Content Marketing Manager with the development of standard operating procedures for park-level social media accounts.

Knowledge, Skills and Abilities

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

- Developing graphics for digital mediums.
- Providing photo, video and social support at events.
- Managing and tagging digital assets.
- Using a Content Management System to update website content.
- Enjoy engaging with and posting on social media.
- Proficient user of computers and mobile devices.
- Experience with Adobe Creative Cloud or CS6.
- Strong written communication skills.
- Competent user of social media and search engines.

Education / Experience:

The student must be currently enrolled in a college or university focusing on a degree in related fields such as business administration, marketing, management, public relations, and communications. Ideal applicants would have an interest in digital communications or integrated marketing. **Candidates must receive college credit for their 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