

## Who we are:

The Department of Environment and Conservation 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 3,000 employees statewide supported by a total budget of more than \$400 million. TDEC is the chief environmental and natural resource regulatory agency in Tennessee with delegated responsibility from the U.S. EPA to regulate

## About Tennessee State Parks:

From the beginning in 1937, Tennessee State Parks were established to protect and preserve the unique natural, cultural and historic resources of Tennessee. The public interest has also been served by a variety of benefits for citizens and communities produced by our state park system, promoting stronger communities and healthier citizens across the state through diverse resource-based recreation while conserving the natural environment for today and tomorrow – preserving authentic Tennessee places and spaces for future generations to enjoy.

Our 56 state parks offer diverse and varied natural landscapes, family-friendly recreational activities, affordable and varied lodging accommodations, volunteer opportunities and hundreds of interpretive programs and events. There are 1100 miles of trails, 372 cabins, 36 campgrounds and over 80 waterfalls.



Department of  
**Environment &  
Conservation**



## Tennessee State Parks Marketing Marketing Internship

### Overview

The Tennessee State Parks Marketing Department is seeking a college student for an unpaid internship opportunity located at the William R. Snodgrass Tennessee Tower at 312 Rosa Parks Ave., Nashville, TN.

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 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.

### Responsibilities

- Conducting search engine and social site content audits and updates.
- Claiming and updating pages on referral site 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 with the development of standard operating procedures for park-level social media accounts.

### Skills and Abilities

The successful candidate must have strong written communication skills and be proficient with computers and mobile devices, use of social media and search engines, and have experience in Adobe Creative Cloud or CS6. Needs to have the ability to develop graphics for digital mediums; provide photo, video, and social support at events; use a Content Management System to update website content.

### Qualifications

Must be currently enrolled in a college or university focusing on a degree in Business Administration, Marketing, Management, Public Relations, or Communications. **Candidates must receive college credit for their internship and be an undergraduate at an accredited college or university.**

To be considered for this unpaid internship, students need to submit their resume, cover letter, and information outlining college credit requirements to [Deanna.Jones@tn.gov](mailto:Deanna.Jones@tn.gov). Additional information regarding TDEC's internship requirements are highlighted on TDEC's website: <https://www.tn.gov/environment/about-tdec/employment-and-internships.html>.

