

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.



Internship Marketing Division Tennessee State Parks and Conservation

Overview

Are you a college student currently enrolled in a college or university focusing on a degree in Integrated Marketing, Graphic Design, Web Development, Public Relations, or Communications? Do you have a desire to work with digital or print media for a career? We have an internship program for students who want a unique opportunity to work with our Tennessee State Parks Marketing team on a variety of marketing efforts to promote our beautiful state parks. It is required that the candidates receive college credit for this internship experience.

Tennessee State Parks Marketing Department promotes the unique natural resources, diverse activities, historical significance, and hospitality services available in all our state parks. Interns will learn more about digital media, print media, events, gift shops, partnerships, group sales, and *The Conservationist* magazine that support the promotion of our state parks throughout Tennessee. Preferred candidates will be adept in the use of social media and search engines and have experience in Adobe Creative Cloud or CS6. Experience in developing graphics for digital mediums; provide photo, video, and social support at events; use a Content Management System to update website content is a plus.

Please note that TDEC will observe appropriate Covid-19 guidelines during this internship.

General 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.

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. Additional information regarding TDEC's internship requirements are highlighted on TDEC's website: <https://www.tn.gov/environment/about-tdec/employment-and-internships.html>.

Pursuant to the State of Tennessee's Workplace Discrimination and Harassment policy, the State is firmly committed to the principle of fair and equal employment opportunities for its citizens and strives to protect the rights and opportunities of all people to seek, obtain, and hold employment without being subjected to illegal discrimination and harassment in the workplace. It is the State's policy to provide an environment free of discrimination and harassment of an individual because of that person's race, color, national origin, age (40 and over), sex, pregnancy, religion, creed, disability, veteran's status or any other category protected by state and/or federal civil rights laws.