

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 - *The Tennessee Conservationist* Tennessee State Parks and Conservation

Overview

Are you a college student currently enrolled in a college or university focusing on a degree in Marketing? Do you have an interest in the publishing world? Are you able to work independently? Do you want an internship where you can make a real difference, and learn a lot too? We have an internship available for one student who wants the unique opportunity to work with *The Tennessee Conservationist* magazine on a variety of marketing efforts. It is required that the candidate receives college credit for this internship experience. This internship will be both virtual and in person at our Central Office in Nashville.

The Tennessee Conservationist is a bimonthly print + digital magazine that highlights the natural resources, diverse activities, historical significance, and hospitality services within Tennessee State Parks. We also run stories and gorgeous photographs on related environmental concerns, efforts, and opportunities. Our Marketing Intern will help enlarge our subscription base. Preferred candidates will be good writers, will enjoy talking to people, will be outgoing and enthusiastic, and will have a vested interest in helping our small conservation magazine grow. We seek an intern who wants to create positive results, helping us spread the word about environmentalism and the wonders of nature. Experience in outbound sales calling, social media content creation and analytics, programmatic advertising and/or advertising copywriting is a plus.

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

General Responsibilities

- Assisting with the writing, creation and deployment of marketing messages and campaigns aimed toward various target audiences.
- Helping to write, curate and schedule social media and other content as needed in coordination with the Editor-in-Chief and/or the Communications and Content Marketing Manager.
- Helping to craft compelling pitches for potential partnerships with agencies such as TennGreen, the Nature Conservancy, and others.
- Outbound phone calls to encourage lapsed subscribers to renew.

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.