

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.

Our Department is committed to providing a cleaner, safer environment that goes hand-in-hand with economic prosperity and increased quality of life in Tennessee. We deliver on our mission through managing regulatory programs that maintain standards for air, water and soil quality while providing assistance to businesses and communities in areas ranging from recreation to waste management. We manage the state park system and programs to inventory, interpret and protect Tennessee's rich natural, historical, and archaeological heritage.

About the Tennessee State Parks

From its 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. As stewards of the resources in our parks, we seek to manage Tennessee's state parks in order to preserve and protect valued resources and to provide a balance of services and benefits for the enjoyment of the people.



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 and Google Analytics. Experience in graphic design; photography and videography; copywriting; html/css/js, and updating website content using a Content Management System is a plus.

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

General Responsibilities

- Conducting search engine and social site content audits and updates.
- Assisting with the creation of written, photo, and video content.
- 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.
- Updating content and visuals in marketing and reservation email templates.
- Analyzing social media reports.
- 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.