

2022 SOCIAL MEDIA INTERN
DOVER, DE
DELAWARE STATE PARK INTERNSHIP PROGRAM

DESCRIPTION

Delaware State Parks Marketing Team is seeking a dynamic and engaging person to join us! We are searching for a dedicated candidate to fill a 16-week minimum time commitment (with the possibility of extending). This is a flexible, part-time/full-time, 20-hour minimum per week position that will work in a hybrid format (home base location of Dover, DE). This person will serve as a Social Media intern and work with the Marketing team, focused on content creation and data analytics. Under the supervision of an experienced marketing team, the intern will generate relevant, engaging, on-trend and valued content for our Instagram, TikTok, Youtube and Snapchat platforms as well as assist in page monitoring and data-analytics. Additional marketing duties assigned as needed.

Location : Hybrid – Remote & Dover, DE with occasional travel to parks

Supervisor : Digital Marketing Specialist

Term : 16+ weeks – 20 hours minimum per week; term start and end dates are flexible

QUALIFICATIONS

- Applicants must be working toward/possess a degree in Marketing, Social Media Marketing, Graphic Design, Advertising Design, Visual Communications, or related field or have relevant experience.
- Extensive user experience on social media platforms
- Foundational understanding or willingness to learn data analytics to inform content
- Photography and videography skills (mobile-device or otherwise) including, editing and optimizing
- Collaborative spirit and passion for parks and outdoor recreation
- Desire to work in communications, advertising, or relevant industry that incorporates these skills.
- Eager to learn and expand technical skills
- Ability to foster good client relations, meet deadlines, to work quickly and well under pressure.

REQUIRED SKILLS

- At least 17 years old with valid driver's license, and reliable transportation
- Fluency in the English language; additional language fluency an asset
- Overall GPA must be 2.5 or higher
- Strong organizational skills
- Able and willing to read and follow verbal and written work instructions and work independently

- Able to commit to upholding the Divisions safety and personnel policies, and support the overall mission
- Able to professionally represent the Division in all interactions with visitors, staff, and other members of the community

RESPONSIBILITIES

Intern will research, design, generate and monitor social media content in collaboration with Marketing team and in support of Division's objectives. These may include but are not limited to videos (Reels, TikToks, Youtube videos, Snaps, Stories), photos, graphics and copywriting. Projects will be reviewed by the Marketing Team prior to publishing online. Intern will utilize a combination of their own devices and Division-provided materials.

BENEFITS

- Training: A hallmark of the program, interns receive training from the field experts they will be working with. In addition to this formal and informal training to successfully conduct their internship assignment, interns will have the opportunity to build associated skills and share real-time experience with park staff and colleagues. Training will be made available to the interns to further their personal and professional development. Additionally, the position will develop critical skills for those interested in a career in marketing, communications, advertising, conservation, or natural resource management. Opportunities for school credit are available.
- Housing: Limited co-ed housing is available, at no fee, for interns providing full-time hours (30 or more per week). If selected for housing, an intern will share a house, duplex or dorm facility with other interns.
- Activities: Interns will have the opportunity not only to visit ALL Delaware State Parks at no fee, but also participate in many of the tours, programs, and associated events for free. Delaware State Parks span the length of the state and whether it be canoeing at Trap Pond State Park, surfing at Delaware Seashore State Park, attending a concert at Bellevue State Park, or touring the living history facility at Fort Delaware, there is certainly something for everyone.