PACK INTERNSHIP GRANT PROGRAM

Social Media Intern

Truckee Meadows Parks Foundation
50 Cowan Drive
Reno, NV  89431

About the Truckee Meadows Parks Foundation
Truckee Meadows Parks Foundation (TMPF), based in Reno, Nevada, is an incorporated, nonprofit organization founded in 2012 by members of the community concerned about the economic impact on parks within the geographic area known as Truckee Meadows. TMPF strives to enhance the quality of life for all citizens of the Truckee Meadows by ensuring the long-term sustainability and improvement of our parks. We are a young and small 6-person team of dedicated and completely different individuals with one common goal: get people out to enjoy their parks. As a relatively new organization, we fully embrace new and innovative ideas on how to increase our outreach efforts.

About the Internship
The intern selected will primarily assist with the Truckee Meadows Parks Foundation’s social media marketing efforts. He or she will be part of a team of 6 members. The intern is expected to have experience with social media on a personal level (use on a business level preferred). He or she will work with the Volunteer & Outreach Coordinator to be able to think strategically and see how social media fits into a business’ marketing strategy, not just “selling” to an audience (as we are a non-profit), but rather building long-lasting relationships by providing value to them. The intern will be able to assist in formulating and carrying out social media plans. Finally, the intern will be able to measure and document the impact of social media, and then suggest action-steps to increase impact.

Qualifications
- Experience with social media
- Familiarity with Adobe Photoshop (strongly encouraged)
- Familiarity with Wordpress
- Interested in parks and strengthening the local community!

Internship Duties
- Monitor and post on blogs, forums, and social networks
- Contribute to website redesign project in various ways
- Online outreach and promotions using Facebook, Twitter, Instagram, LinkedIn, and more
- Website and social media optimization

$12/hour for 120 hours
Spring Semester 2016

Apply by November 6, 2015 at www.unr.edu/career