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 innovate ideas on how to increase our outreach efforts. Also, we have a lot of Fig Bars.

About the Internship

We are looking for an intern to assist with our social media marketing efforts. The intern will be part of a team of 6 members. The intern is expected to have experience with social media on (at least) a personal level (use on a business level preferred). The intern must be able to think strategically and see how social media fits into a business’ marketing strategy, not just “selling” to our audience (as we are a non-profit), but rather building long-lasting relationships by providing value to them.

The intern must be able to assist in formulating social media plans (once ample information is provided to you), and then carry them out (with our assistance). The intern must be able to measure and document the impact of social media, and then suggest action-steps to increase impact.

Qualifications

- Experience with social media on at least a personal level
- Comfortable using Adobe software (Photoshop, InDesign)
- Able to take quality photos and edit them
- Can design and create graphic designs for promotional materials
- Interested in parks and strengthening the local community!

Internship Duties

- Monitor and post on blogs, forums, and social networks
- Create graphic design for promotional materials
- Online outreach and promotions using Facebook, Twitter, Instagram, LinkedIn, and more
- Website and social media optimization

$12/hour for 120 hours
Spring Semester 2017

Apply by November 1st, 2016 at www.unr.edu/career