



Conservation Communications Intern

Reports to Mary Thill, Director of Communications

Position Description: The conservation communications intern will work closely with the communications manager to design, develop and complete a social media, print and video project designed to raise awareness of 22 sites protected by the Adirondack Land Trust where public access is permitted. The intern will help shape and tell stories about recreational spaces, scenic vistas, and places protected to preserve forest connectivity and wildlife habitat. This is an opportunity for a student wishing to combine a love of the outdoors with a need to deepen understanding of conservation and gain experience in communications and social media.

Responsibilities:

- Travel to each ALT-protected public site to experience it and collect photographs and video
- Design a social media campaign to showcase these spaces over a sustained period of time
- Develop a “top ten” list of the most appropriate sites for recreational use, and create a summary PDF (or other piece) for web and print distribution
- Work with ALT staff to develop digital/online story maps

Learning Outcomes: Over the course of the summer, the intern will

- Gain a deep awareness of on-the-ground conservation work, which can be applied to other environmental or outdoor work in the future
- Learn how to create and measure the success of a sustained social media campaign
- Use photographs and video to create compelling messages
- Develop materials that inspire support for conservation and assist in fundraising

Dates, Compensation and Benefits:

Pay: \$16/hour, plus \$0.575 per mile for travel to conservation sites using personal vehicle.

Dates: Flexible start and end dates to correspond with college summer break. Hours also flexible; could be a 20-35 hour/week internship depending on the candidate’s interests.

Other benefits: Intern will gain hands-on experience designing a communications campaign from start to finish. She/he/they will be encouraged to use this project in future internship, job or graduate school applications. The intern will be included in ALT staff meetings, spend time

with other staff, and learn how a professional land trust applies conservation and land protection tools. There may also be off-site professional development opportunities.

Qualifications:

- Minimum of two years of college completed
- Interest and experience in social media and marketing
- Interest in conservation and environmental issues
- Proficiency in map, compass and GIS wayfinding skills
- Comfortable being outdoors in all kinds of weather, often in backcountry
- Vehicle to drive to ALT public sites (mileage reimbursed)
- Comfortable working alone, including in backcountry

Personal traits necessary:

- Excellent written and oral communication skills
- Passion for conservation
- Passion for outdoor recreation
- Enthusiastic, positive, well-organized and flexible
- Motivated self-starter, able to work independently with minimal direction