



COLORADO

Parks and Wildlife

Department of Natural Resources

Internship Announcement

POSITION: Communications and Media Intern

START & END DATE: July 8, 2019 - January 3, 2020 (approximate dates based on response)

PAY RATE: \$15.00 per hour

LOCATION: 1313 Sherman St, Denver CO 80203

DEADLINE FOR APPLICATIONS: June 21, 2019

JOB DESCRIPTION: The public information and website team houses many of the front-line communication opportunities for the public, including our website, call centers and statewide PIOs. The team seeks a multi-faceted intern to allow us to be more proactive with some of our more regularly scheduled programs and updates, giving our specialists the ability to be more reactive as pressing needs arise. Additionally, this team member will have the opportunity to assist with monitoring and understanding of media coverage, editing website content, responding to media calls and participate in field work. The team desires a fresh perspective and a deep understanding of current digital tools that can improve our overall content and customer experience.

This role assists the Public Information and Website team and their customers with:

- Writing annual/statewide press releases
- Writing and editing copy for the Colorado Parks and Wildlife website
- Managing content calendars and reaching out to parks, other teams/sections for updates and information
- Assisting with scheduling media interviews and fielding initial media requests for information
- Monitoring media coverage, social discussions and website usage, primarily using Critical Mention and Google Analytics



- Assisting communications and marketing with eNews emails using MailChimp
- Assisting with DNR Governor's Report information from CPW
- Website editing and technical updates (repairing broken links, updating park fee information, entering calendar events for watchable wildlife, etc.) using Sharepoint
- Providing a weekly learning journal with a recap of items learned or expanded upon each week, along with a summary presentation at the conclusion of the internship regarding the internship experience;
- Perform other duties as assigned.

MINIMUM REQUIREMENTS:

- Currently enrolled as an undergraduate (for at least 12 semester hours or 15 quarter hours) or graduate student (enrolled for at least 6 semester hours or 9 quarter hours) at a U.S. accredited college or university, college, or similar learning institution. If hired during the summer, the student must have been enrolled full-time the previous semester.
- Or, a recently graduated college student. "Recently graduated" means the individual should have attended an U.S. accredited school and have graduated from that college or university during the past 3 years.

PREFERRED EXPERIENCE

- Experience working in Google Suite, including virtual meetings via Hangouts
- Experience working in Microsoft Office Suite
- Experience working within Content Management Systems (CMS)
- Experience with Adobe Suite, specifically editing in Adobe Acrobat and Photoshop

HOW TO APPLY: Send resume, cover letter, and a writing sample (article, blog, etc.) to: Rebecca.ferrell@state.co.us