



**SOCIAL MEDIA INTERN
for
PARTNERS IN AMPHIBIAN AND REPTILE CONSERVATION (PARC)**

PARC is an inclusive partnership dedicated to the conservation of reptiles and amphibians and their habitats. Our network includes individuals from local, state and federal governments, zoos and aquariums, non-governmental organizations, industry (e.g., pet trade, forest products), museums, nature centers, universities, research laboratories, environmental consultants, private contractors, and more. The diversity of our membership makes PARC the most comprehensive conservation effort ever undertaken for amphibians and reptiles. For more information, see <http://parcplace.org/>.

Duties include:

- Performing tasks related to social media management as assigned by PARC's Executive Committee
- Creating content and assisting in the development of conservation messaging themes for PARC's social media accounts (e.g., Facebook, Twitter, etc.)
- Recommending and applying relevant social media techniques, initiatives, and tools to measure and improve overall engagement of PARC's social media audiences
- Identifying and recommending new social media tools, sites, and apps as part of the social media marketing mix
- Monitoring and managing posts/comments made on PARC's social media accounts
- Posting job announcements to PARC's Jobs Board page
- Updating webpages as requested; experience in WordPress is helpful, but not required
- Sending out messages over PARC's listserv as requested
- Other duties as needed

Time Required: Duties for the Social Media Intern will require a minimum of 5 hours per month and are anticipated to average approximately 8 hours per month. However, there may be instances of higher demand and some months may require more time.

Compensation: A stipend will be offered. Details will be provided to candidates selected to interview. The monthly stipend will be based on time and effort invested by the intern.

The selected intern will be provided with performance evaluations. Continuation in the position is contingent upon satisfactory performance. If not performing adequately, you will receive guidance on what measures need to be taken to improve and succeed.

College Credit: We encourage students to speak with their professors about eligibility for credit for this internship; PARC will provide certification of hours worked or other required information for academic departments.

Desired Qualifications:

- Media relations skills: advertising, building audience engagement, superb communication skills, and creativity
- Experience with written communications in any format for conservation
- Skill in handling professional social media accounts
- Capability in developing social media marketing or outreach campaigns
- Basic understanding of amphibian and reptile species conservation concepts
- Keen attention to detail
- Excellent writing, organization, and time-management abilities
- Ability to accomplish assigned tasks in a timely matter/meet deadlines

Benefits to the Intern:

- Professional communications experience
- Access to PARC's network, providing valuable connections with leaders and experts in the amphibian and reptile conservation field
- Immersion in current amphibian and reptile conservation issues and engagement with amphibian and reptile experts on those issues
- Knowledge of the inner workings of an international conservation partnership

Length of Term: Minimum of 12 months

Duty Station: There is no fixed work site for this position. All work will occur remotely.

To apply, you must submit the following to PARC's National Coordinators at parc_coordinators@parcplace.org no later than **September 12, 2018:**

1. A brief resume or curriculum vitae (2 pages or less highlighting your most pertinent experience)
2. A cover letter or letter of interest
 - a. Include:
 - i. Why you want the position
 - ii. The unique qualifications you would bring to the job
 - iii. What you would like to get out of the experience
3. Three professional references
4. At least one writing sample