



## Social Media Academic Intern

Golden Gate National Recreation Area; Hybrid  
Full-Time, Summer 2025

Available only to students currently enrolled at COM, CCSF, and SFSU

### Organization Description:

Since 1981, the Golden Gate National Parks Conservancy (Parks Conservancy) has served as the nonprofit partner of the National Park Service, collaborating with the Presidio Trust, partners, donors, and the community to support the Golden Gate National Recreation Area (GGNRA). The GGNRA stretches across three Bay Area counties north and south of the Golden Gate Bridge and includes iconic places such as Muir Woods National Monument, Fort Point National Historic Site, Alcatraz Island, Crissy Field, Mori Point, Lands End, and the Presidio of San Francisco.

The Parks Conservancy engages at the intersection of national park sites, local communities, social justice, and climate resilience. Collaborating with partners, our staff are dedicated to enhancing public awareness and providing volunteer and educational opportunities in the parks. We are park builders, caretakers, ambassadors and educators, all working to connect people to parks in support of our vision *Parks for All Forever*. Join us.

### Branch/Unit Description:

The mission of the NPS GGNRA's interpretative and education programs is to share our national parks with an increasingly diverse America and to build a sense of ownership, civic engagement in the care of our parks, communities and environment.

## **Position Overview:**

The Golden Gate National Parks is seeking a Digital Media Intern for the NPS Division of Interpretation and Education. This individual will be responsible for working as a team player in collaboration with other divisions and possibly park partners in the production of multimedia projects, social media and other digital media content throughout the park sites.

This position is located at Fort Mason. The start date for this position is June 3rd, 2025, with an end date of August 15th, 2025. Work is performed Hybrid (virtual and in-person). The work schedule for this position is M-F 9-5. Interns must be able to work in half-day or full day increments. Interns must have a Social Security Number or and Individual Taxpayer Identification Number to receive stipend. This position is only available to students currently enrolled at College of Marin, SF State University, and City College of San Francisco.

**Reports To:** Visual Information Specialist

## **Learning Objectives:**

- Learn social media techniques, research and creative writing skills
- Gain digital media production experience
- Learn interview skills, park orientation and history, flora and fauna, design and computer skills
- Learn about our parks and their surrounding communities
- Develop professional media for inclusion in a resume, portfolio, or writing sample
- Build networking and resume/job search skills

## **Essential Functions and Responsibilities:**

- Write, record, and/or edit video/audio and multimedia productions for social media and web
- Add captions and audio description to meet Universal Accessibility Standards
- Develop a promotional or social media campaign for park initiatives and special programs
- Social media content for the park account
- Research of new digital media strategies

## **Knowledge, Skills, and Abilities:**

- Experience with some of the following media programs: Social Media Platforms (Facebook, Instagram, Twitter, and YouTube), Premiere Pro or Rush, iMovie, Photoshop, Lightroom, Illustrator, Acrobat, and MS Office
- Enthusiasm for art, the environment, sustainability, pop culture, and/ or historical education
- Desire to work independently or in a team, working with people of different backgrounds, ethnicity, races, genders, sexualities, ages, and viewpoints
- Interest in project details and writing composition
- Comfortable using digital SLR cameras

### **Health and Safety:**

It is the goal of the Parks Conservancy to create and maintain a safe and healthy workplace. We work to mitigate hazards and risks that may cause harm to employees, consistent with state and federal laws. Employees play an active role in creating a safe and healthy workplace and are expected to comply with all applicable health and safety rules.

### **Physical Requirements and Work Environments:**

- This internship can be located at a site with little to no public transit access –the intern will need to have a driver’s license and preferably has access to reliable personal transportation.
- Certain media projects can require going to more remote areas of the park. The Social Media Intern may: hike up to 3 miles in rocky terrain, lift 40 pounds, and work outside in varying weather conditions.

### **Terms of Position**

- Start Date: June 3, 2025
- Hybrid (safety and public health permitting – virtual work may be provided otherwise)
  - Work site: Fort Mason San Francisco and park sites across the GGNRA
- Work Schedule: Monday - Friday 9:00 a.m. - 5:00 p.m. June 3rd - August 15th (11 weeks total)
- Intern must be able to work in half-day or full day increments
- Intern must have a Social Security Number or an Individual Taxpayer Identification Number to receive stipend
- Available only to students currently enrolled at College of Marin, SF State and City College of San Francisco

### **Benefits:**

- Opportunity to attend trainings and workshops on a variety of topics including resume building and interview skills, park orientation and history, flora and fauna, mapping and monitoring, computer skills, and much more
- Opportunity to enjoy the scenery, wildlife and cultural resources of a spectacular National Park
- Opportunity to work with staff and volunteers from diverse backgrounds that share a common interest in preserving and protecting our natural lands while engaging the next generation of park stewards
- Opportunity for personal/professional development days to pursue an interest, including training and education days in various departments within the Park Service and Parks Conservancy
- Five hundred (\$500) per week taxable stipend plus academic credit available
- Uniform will be provided

### **Position Contact and How to Apply**

To apply for this position, please [submit an application](#) by March 16, 2025. For questions regarding the Academic Internship Program, please reach out to [internships@parksconservancy.org](mailto:internships@parksconservancy.org). No phone calls please.

**Application Deadline Date:** March 16<sup>th</sup>, 2025

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All employees may be required to perform duties outside of their normal responsibilities from time to time, as needed.

The Golden Gate National Parks Conservancy is an Equal Opportunity Employer. Recruitment, placement and promotions are conducted without regard to an individual's race, color, religion, sex, national origin, age, physical handicap, veteran status or sexual orientation, or any other classification protected by Federal, State, and local laws & ordinances. We will consider qualified candidates with criminal history in a manner consistent with the requirements of the San Francisco Fair Chance Ordinance. All qualified applicants are encouraged to apply.