



Paid Communications Internship – Summer 2024

Deadline: May 31, 2024

Potomac Conservancy seeks an energetic and creative team player to join our Communications Team. The Communications Intern will work closely with the Director of Digital Communications, assisting the team with online content management to raise awareness and inspire action for local clean water initiatives. As a member of our team, you will be instrumental in helping the Conservancy inspire and build a growing movement for clean water! This is a great opportunity to support the inner workings of a dynamic nonprofit and expand multiple professional competencies.

Founded in 1993, Potomac Conservancy is a nationally accredited land trust and clean water leader in the Potomac River region. We're fighting to restore the Potomac to full health for the five million people who depend on the river for drinking water and outdoor enjoyment. Our conservation strategies improve local water quality by strengthening natural defenses against pollution and the impacts of the climate crisis. Our passionate movement of 30,000 supporters empowers us to protect streamside forests, pass water protection laws, and restore shoreline habitat.

Key Responsibilities

The Communications Intern will support Potomac Conservancy's brand and digital marketing strategy by contributing to online content production, data management and social media. Full responsibilities include:

- **Research:** Source content and conduct background research for digital materials.
- **Editorial & Copy:** Write, edit, and distribute content for our blog posts, social media, and other written materials as needed. Assist with website editing as needed.
- **Image Inventory:** Enhance our photography catalog by organizing and uploading high-quality images to a cloud-based platform.
- **Data analysis:** Maintain a filing system for communications materials, update email and media databases, research and organize publications, track key performance metrics for online platforms, and assist with other administrative duties.

Qualifications

This position is ideal for someone looking to gain additional skills and valuable experience in digital communications and marketing at a leading clean water nonprofit in the region. Candidates with a background in communications, marketing, public relations, or journalism are preferred.

The core competencies include:

- A passion for the outdoors and protecting our local lands and waters;
- Strong writing and editing skills;
- Well-organized and detail-oriented;
- A creative and innovative thinker;
- A positive, can-do attitude and a strong penchant for learning;
- Strong teamwork skills with an ability to work independently or in a team environment;

- A background in communications, marketing, public relations, or journalism is a plus;
- Experience with photography, videography, social media campaigns, website programming, and/or graphic design is a plus.

Compensation, Benefits, and Location

- We are seeking an intern who can join our team for approximately 15 hours per week. The internship will start no later than June 30, 2024, and run 12–15 weeks.
- This internship is a paid position at \$18 per hour. We will be happy to work with candidates who wish to earn college credit.
- Potomac Conservancy's office is located in downtown Silver Spring, Maryland, within a short walking distance of the Silver Spring MARC and Metro stations.
- As a regionally focused organization, we value having staff live locally in our watershed.
- The organization champions a flexible hybrid policy with generous allowances for remote hours.

To Apply

Please send a resume, thoughtful cover letter, and appropriate work sample (no more than two pages) to the Director of Digital Communications, Haley Epping at epping@potomac.org. Please include "Communications Internship" in the subject line.

We recognize that the environmental movement has a history of excluding historically discriminated communities including Black, Indigenous, and People of Color (BIPOC), people from working class backgrounds, women, and members of the LGBTQ+ community. We believe that these communities must be centered in the work we do. We encourage applications from people with these identities or who are members of other communities that have been historically excluded from the environmental movement.

Potomac Conservancy staff are required to be vaccinated against COVID-19. This vaccine requirement applies to all staff working remotely, in a hybrid work arrangement, and on-site. Effective June 2, 2022, new hires will be required to provide proof of full vaccination with a government-approved vaccine as a condition for employment. Requests for reasonable accommodation or exceptions (medical or religious reasons) will be considered. Candidates are NOT required to state their COVID-19 vaccine status in their application.