

Social Media & Communications Intern

Organization: ClearWater Conservancy

Position: Summer Social Media & Communications Intern

Location: 2555 N. Atherton St., State College, PA 16803 or Remote

Reports to: Communications Director

Duration 12 weeks- May-July

Compensation: Paid, 10-15 hours per week at \$20 per hour

About ClearWater Conservancy:

ClearWater Conservancy is an accredited land trust and nonprofit organization dedicated to protecting and enhancing the natural environment in central Pennsylvania. The mission of ClearWater Conservancy is to conserve and restore our natural resources through land conservation, water resources stewardship, and environmental outreach across central Pennsylvania

Job Overview:

ClearWater Conservancy is seeking a motivated and creative Social Media & Communications Intern to join our Communications team during the summer of 2025. This internship will focus on social media content creation, with an emphasis on video production, as well as helping with written communications such as blog articles and our eNewsletters. You will assist in amplifying our message, engaging with the community, and supporting our conservation goals through compelling digital content.

Key Responsibilities:

- **Social Media Content Creation (Video Focus):**
 - Assist in the production of social media videos, including filming, editing, and creating engaging content for platforms like Instagram, Facebook, YouTube, and TikTok.
 - Work closely with the team to develop creative video ideas that highlight ClearWater's programs, conservation efforts, and upcoming events.
 - Edit raw video footage, incorporate captions, music, and graphics, and optimize content for various social media platforms.
- **Social Media Management:**
 - Help schedule and publish posts across ClearWater's social media platforms.
 - Monitor engagement on posts and manage direct messages in alignment with the organization's voice and goals.
 - Track the effectiveness of social media campaigns and suggest improvements based on analytics.

- **Written Content Creation:**
 - Write blog posts and articles on topics related to conservation, ClearWater’s initiatives, and the natural environment.
 - Assist in creating and editing content for ClearWater’s monthly eNewsletter, including writing articles, compiling news, and gathering relevant imagery.

- **Campaign Support:**
 - Contribute to the development and execution of digital marketing campaigns, such as fundraising, events, and awareness initiatives.
 - Help maintain a content calendar to ensure timely and consistent messaging.

- **General Communications Support:**
 - Collaborate with the Marketing and Communications team to draft and edit content for website updates, press releases, and other communication materials.
 - Assist with creating and distributing press materials, as needed.

Qualifications:

- Required: Proficiency in video production and editing for social media on tools like (Canva, Adobe Express, Instagram Reelz, Facebook Reels, Tiktok)
- Required: Excellent written and verbal communication skills, with the ability to tailor messages for diverse audiences.
- Required: Experience with social media platforms (Instagram, Facebook, YouTube, LinkedIn, etc.) and an understanding of how to engage audiences effectively.
- Required: Creative, organized, self-starter with a passion for telling stories through digital content and strong attention to detail.
- Required: Ability to work independently and manage multiple tasks simultaneously in a fast-paced environment.
- Preferred: Proficiency in video production and editing (experience with tools like Adobe Premiere, Final Cut Pro, or similar is a plus).
- Preferred: Familiarity with eNewsletters, email marketing tools (e.g., Constant Contact), and content management systems.
- Preferred: Currently enrolled in or recently graduated from a degree program in Marketing, Communications, Environmental Studies, Parks and Recreation, Applied Media Arts or a related field.

- Preferred: Strong interest in environmental conservation and sustainability.

Benefits:

- Hands-on experience in social media marketing, video production, and environmental communications.
- Exposure to nonprofit marketing strategies and environmental advocacy.
- Mentorship and networking opportunities within the conservation and nonprofit sectors.
- Flexible work schedule.
- Opportunity to contribute to ClearWater's mission and make a positive impact on the community and the environment.

How to Apply:

Please submit your resume, a cover letter detailing your interest in the position, and relevant portfolio samples (e.g., video content, writing samples, or social media posts) to **internship@clearwaterconservancy.org**. Applications will be accepted until April 16 at 11:59 p.m.

Equal Employment Opportunity

ClearWater Conservancy provides equal employment opportunities to all individuals regardless of age, sex, color, race, creed, national origin, religious persuasion, marital status, sexual orientation, or disability as set forth by applicable state and federal laws. In addition, laws regarding veteran or military status are observed. This commitment is reflected in all our practices and policies regarding hiring, training, promotions, rates of pay, layoff, and other forms of compensation. All matters relating to employment are based upon ability to perform the job as well as dependability and reliability once hired.