



## Conservation Communications Internship with the Appalachian Mountain Club

- Stipend:** \$3,000 upon successful completion. Hours are flexible and can be worked out between successful candidate and manager; the work week may vary but is generally 35 hours/week. Free AMC membership for a year and seasonal lodging benefits.
- Location:** Boston, MA
- Reporting Relationship:** Communications and Conservation Policy Departments
- Expected Starting Date:** Summer 2011

The Appalachian Mountain Club (AMC) seeks a talented and enthusiastic Conservation Communications Intern to assist with the development of conservation messaging and online advocacy, including social media-based advocacy, in order to effectively engage our members, supporters, and the general public in priority conservation issues including but not limited to: land and water protection; air quality, energy, and climate change; and recreation and trails. This individual will also be responsible for: developing and updating conservation content on AMC's website ([www.outdoors.org](http://www.outdoors.org)); working with AMC communications staff on social media-based advocacy messaging; and developing multi-media content for AMC's award-winning magazine *AMC Outdoors* (both print and online).

Much of AMC's strength comes from our members who recreate on and care for the land, waters, and trails in the Northeast and Mid-Atlantic regions. The Conservation Communications Intern will work to identify and cultivate "super advocates" to engage in the promotion of AMC's conservation advocacy at a greater level. As part of this program the intern will receive practical training in effective communication and presentation as well as in organizing and advocacy methods.

The AMC promotes the protection, enjoyment, and understanding of the mountains, forests, waters, and trails of the Appalachian region. We believe these resources have intrinsic worth and also provide recreational opportunities, spiritual renewal, and ecological and economic health for the region. Because successful conservation depends on active engagement with the outdoors, we encourage people to experience, learn about, and appreciate the natural world.

AMC's Conservation Department advances its mission through research, advocacy, community outreach, and trails stewardship. There are three region-wide conservation programs and five geographic areas of focus. They include:

## Region-wide programs

Trails and Recreation Management  
Energy and Climate Change  
Region-wide Land and Water Conservation

## Focal Areas

White Mountain National Forest  
Mahoosucs and Upper Androscoggin Headwaters  
Hundred-Mile Wilderness – Maine  
Woods Initiative  
Southern New England  
Mid-Atlantic Highlands

## RESPONSIBILITIES

- Oversee editing and production of action alerts and monthly “Get Out Speak Up” newsletter to over 18,000 AMC members and activists through our web-based Conservation Action Network (CAN) advocacy program, including writing alerts in an active voice with a clear call to action, and directing advocates to AMC’s website where appropriate.
- Review conservation section of AMC website, and look for opportunities to better integrate CAN and volunteer opportunities. Help maintain new “hot issues” section of the website.
- Complete a review of how other conservation organizations promote e-advocacy through social media and develop recommendations for AMC. Includes best practices for cultivating partnerships and followers on Facebook and Twitter.
- Assist in developing online survey to understand requirements of current CAN members for a broader online advocacy community on AMC’s website.
- Work with New Initiatives Membership Manager on strategies for recruiting new CAN members.
- Generate grassroots advocacy on issues such as land and water protection; air quality, energy, and climate change; recreation and trails; and land conservation funding.
- Work with Communications Department to promote conservation messaging and priority conservation campaigns via existing social media channels such as Facebook and Twitter.
- Develop conservation-related content (such as articles, slideshows, and video) for *AMC Outdoors* and AMC Outdoors Online.
- Analyze web stats and analytics on a long-term and short-term basis for Conservation-related web pages, e-newsletters, and social media. Create reports for staff and develop strategies to improve stats.
- Assist in data entry for CAN recruitment cards as required.
- Assist in tabling at events and managing speaker opportunities as required.
- Identify and cultivate AMC members and supporters to become “super advocates.”
- Help to develop content for *AMC Activist* - AMC’s Conservation Volunteer Supplement.
- Work with AMC chapters to publicize conservation and stewardship activities as part of a month-long conservation awareness raising program called *Green June*—add content to Green June web page, suggest Facebook posts, report on and highlight events.

## QUALIFICATIONS

- Enrolled in an undergraduate or graduate program in communications, journalism, public

- relations, or related field of study.
- Strong writing and communication skills including persuasive and engaging writing.
- Experience with social networking such as Facebook and Twitter as well as experience or familiarity with internet organizing.
- Ability to initiate and develop projects involving staff and volunteers.
- Creative approach to problem solving.
- Well-organized, accurate, self-motivated, and able to perform a variety of tasks both independently and in a team environment.
- Multimedia production experience a plus (photography, video, podcasts, slideshows).
- Passionate about protecting the environment.
- Physical abilities required: Most work is performed in a standard office setting. Must be able to sit, stand, walk, and operate standard office equipment.
- Must have a valid driver's license.

### **To Apply**

Submit a cover letter, resume, two writing samples and contact information for three references electronically to <amcjob178@outdoors.org>. Applications will be considered until the position is filled, with priority given to applications received by April 15<sup>th</sup>. No phone calls, please.

*The AMC is an equal opportunity employer and is actively recruiting a diverse workforce. We encourage the involvement of all people in our mission and activities, through our membership, programs, policies, and procedures. Our goal is to be a community that is comfortable, inviting, and accessible for people of any age, gender, race, religion, nationality, ethnicity, ability, sexual orientation, or socioeconomic status.*