



Marketing & Social Media Intern Job Description

The **Dunwoody Nature Center (DNC)** is seeking a creative, motivated **Marketing & Social Media Intern** to support and help lead our social media efforts. This role is ideal for a student interested in marketing, communications, environmental education, or nonprofit storytelling who wants hands-on experience and real creative ownership.

Key Responsibilities:

- Draft social media posts that educate, engage, and promote DNC programs, events, and mission
- Contribute content ideas and assist with content planning and scheduling
- Create posts primarily in the categories of:
 - Educational nature content (e.g., trees, wildlife, pollinators)
 - Fundraising / Development Campaign related
 - Seasonal and timely posts (holidays, weather-related themes, upcoming events and programs) - related to DNC's programs
 - Trend-based or lighthearted content (e.g., throwbacks, tip tuesdays)
- Write captions and source music or stock photos/videos when appropriate (e.g., YouTube Free Music Library, Canva stock photos)
- Collaborate with staff on content that requires specialized information or photography
- Maintain a consistent voice and brand across platforms (in compliance with DNC's brand guidelines)

What We're Looking For:

- Strong writing skills and an interest in social media storytelling
- Ability to work independently and meet deadlines in a remote-friendly environment
- Someone who enjoys pitching ideas and thinking creatively about content
- Familiarity with Instagram, Facebook, and/or other social platforms
- Interest in nature, environmental education, nonprofits, fundraising or community engagement is a plus

What Makes This Internship Unique:

- Creative input: Interns collaborate on shaping DNC's social media content (with final approval by the Marketing Manager).



- Leadership experience: This role offers real responsibility and portfolio-ready work
- Flexibility: All tasks can be completed remotely
- Mentorship: Work closely with experienced staff who provide guidance and feedback, future reference
- Impact: Your work helps connect the community with nature and environmental education

Reports To: Marketing Manager

Job Status: Hourly, part-time, unpaid internship

Schedule: Flexible; weekdays and weekends available. Estimated 10 hours per week, with scheduling coordinated around the intern's academic or other commitments.

Location: Fully remote

Prompt: Please write a short social media post caption, and find a photo or design a graphic for it, to fit within one of our content pillars:

- Educational nature content (e.g., trees, wildlife, pollinators)
- Seasonal and timely posts (holidays, weather-related themes, upcoming events and programs)
- Trend-based or lighthearted content (e.g., throwbacks, tip tuesdays)

To apply, please send your resume and a response to the prompt to jordan@dunwoodynature.org. You may also include a cover letter and/or a portfolio of past work.