

## **Communications Intern**

### **Tennessee Environmental Council**

Open-ended, 20 hours/week

**Who are we looking for?** The Council is looking for a student or professional with experience in communications or a closely related field to devote 20 hours/week to creating a communications/marketing plan and enhancing our online presence.

**Goals:** This position is intended to develop a communications/marketing plan for the Tennessee Environmental Council office, in particular creating a media strategy, keeping the Council's web presence up-to-date and developing an online marketing strategy.

#### **Objectives:**

- Media strategy:
  - research advertising costs in radio, TV and print media as well as sponsorship opportunities
  - create media profile for the Council which will raise the public's awareness of our work
  - work with MP&F on Summit for a Sustainable Tennessee PR plan
  - assist with special event/fundraiser promotion
  - follow/cover legislative issues on the Hill
- Web presence:
  - Collect information/materials about the Council's program work to be posted online
  - Research valuable resources for the public to populate the site under the different core programs
  - Keep Facebook and Twitter profiles and Tennesseeegreen.com blog updated
  - Create media room online
- Online marketing strategy
  - Research ways to create online revenue stream such as online auctions

If you are interested in interviewing for this position, please contact the Council at 615-248-6500 or by email at [tec@tectn.org](mailto:tec@tectn.org).