



Social Media and Outreach Intern
The Wetland Trust, Inc.
Regional Internship Program: Summer 2025
Fink Career Development Program



Organization Overview: The Wetland Trust, Inc. (TWT) is a 501(c)(3), not-for-profit New York organization whose mission is to protect, restore, and enhance wetlands that provide critical habitat for rare and unique reptiles and amphibians (herpetofauna), plants, and other wildlife in New York and beyond. TWT presently owns more than one hundred fifty properties covering 5,000 wetland acres in New York State. Guided by science and supported by stewardship assets, grants, donations, and wetland mitigation fees, TWT actively conserves wetland resources through a variety of initiatives.

Internship Description: TWT is seeking a creative and passionate intern to help amplify our mission of protecting wetlands and their unique wildlife. This role offers a unique opportunity to engage communities, increase awareness, and promote the vital work of our organization.

Responsibilities include:

- Develop, schedule, and post engaging content across social media platforms (e.g., Instagram, Facebook, LinkedIn).
- Assist in creating visual and written content such as photos, videos, and blog posts to highlight restoration projects and organizational milestones.
- Monitor social media interactions to evaluate engagement and recommend improvements.
- Support outreach events, educational workshops, and volunteer activities by promoting them through online and community channels.
- Collaborate with staff to ensure messaging aligns with the organization's mission and goals.

Qualifications:

- Enrolled in relevant undergraduate or graduate coursework (e.g., communications, marketing, environmental science, or related field).
- Familiarity with social media platforms and content creation tools (e.g., Canva, Adobe Creative Suite).
- Excellent written and verbal communication skills.
- Passion for environmental conservation and community engagement.
- Self-motivated, organized, and creative mindset.

Additional Internship Information:

- Internship period: Approximately 10 weeks between mid-May and mid-August.
- Internship location: No central office – all computer work will be done at home on personal computer. Field work locations vary but will be largely concentrated North of Syracuse. Travel in personal vehicle required.
- As a non-profit/government organization, this internship stipend is completely funded through the ESF Career Development Program (\$5,000 total stipend).

More information regarding the application process can be found online at:
www.esf.edu/career-services/students/development-program