



National Park Service
U.S. Department of the Interior

199 Hemphill Knob Rd.
Asheville, NC 28805

Blue Ridge Parkway Volunteer Position Description

Position Title: Communications Intern

Main Goals for This Position to Accomplish:

This position supports the parks web, social media, and other communications products through the development of creative content for use by park visitors and park staff.

Major Duties:

- Learn the park website's Content Management System* and make updates and edits to the park's website as needed
- Create content and recommend strategies for the park's social media platforms.
- Support other communications needs as needed (i.e. internal park employee newsletters, graphic design, etc.)

Safety:

Safety is a topic taken seriously by the National Park Service and the Blue Ridge Parkway. Safety is not one person's responsibility, but the responsibility of everyone working on the Parkway. Job Hazard Analysis and Job Safety Analysis are key tools in developing each person's understanding of what the hazards are and how they can be mitigated. These analyses, along with reporting tools, are available through park supervisors. We expect each individual to take safety seriously, talk to others about what they see, and report or stop unsafe activities. Safety is a "we" topic where we work together to make each person safe.

Knowledge and Skills Required:

- Ability to communicate effectively.
- Ability to display a positive attitude and professional demeanor
- Ability to follow oral and written instructions
- Ability to practice safety in all aspects of the job.
- Ability to work independently with little or no direct supervision

Working Conditions:

The work is generally seated or standing at a computer.

Physical Requirements of Work:

The work requires light physical effort.


Benefits to the Volunteer:

- Ability to contribute to the Parkway experience for 16 million annual visitors and gain experience with a variety of online communication platforms that reach over 650,000 followers.
- Opportunity to develop skills in communications and public affairs
- Increased knowledge of the Parkway and its areas.

Position Supports Which Division:

External Affairs Office

Training:

Intern will be required to take online trainings in the NPS.gov content management system as well as Information Security. Other training will be on-the-job in nature.

Length of Commitment:

5-10 hours per week, flexible start and end date

Tools required:

Volunteer must provide his/her own computer

Location Where Work Will Be Performed:

Asheville, NC (remote requests will be considered)

Supervisory Controls:

Volunteer will work as a member of the External Affairs team, and be supervised by the External Affairs Specialist, Leesa Brandon (leesa_brandon@nps.gov or (828) 348-3420)

Emergencies:

In case of emergency, first call 911 then contact the NPS Supervisor or volunteer coordinator.

***Note about the NPS.gov content management system:**

All volunteers with access to this system must complete a background investigation.