

**Save Our Canyons Communication and Outreach Internship**

Save Our Canyons, founded in 1972, is “dedicated to protecting and preserving the beauty and wildness of the Wasatch Mountains, canyons and foothills.” As the only organization specifically dedicated to protecting the Wasatch, we depend heavily on our membership and the broader community to help further our mission. While Save Our Canyons has a committed supporter base, we’re expanding our outreach and communication activities to enlist more Utahns in protecting water quality, enhancing recreation opportunities, as well as preserving the flora and fauna that make the Wasatch Mountains such a valuable and irreplaceable asset to our community.

SOC is comprised of a small but effective staff working to address a broad range of issues threatening the Wasatch Mountains. Educating and engaging the growing number of Utahns who value the Wasatch Range and wish to see it protected requires a variety of approaches, as well as a diverse skill set. Communication and Outreach Internship will provide the chosen candidate with an opportunity to direct grassroots community engagement and organizing efforts that will have an invaluable impact on the health and longevity of the Wasatch Range.

**Internship tasks:**

* Develop social media content on Save Our Canyons issues including a “user generated content” plan for Instagram
* Assist with crafting supporter communications and issue updates that are concise, engaging and actionable
* Assist staff with Save Our Canyons website content
* Develop and refine Wasatch National Monument communication materials appealing to a variety of user groups
* Use Google analytics, membership database feedback, and other tools to achieve improved email open rates, online engagement and event attendance
* Assist with ongoing outreach materials and communication efforts

**Internship goals:**

* Improve online engagement by increasing social media reach and website traffic by 15%
* Gain a clear understanding of non-profit organizing, communication efforts and grassroots campaign work
* Affect public policy and conservation measures in the Wasatch Mountain Range

Save Our Canyons Communication and Outreach Internship allows the right candidate an opportunity to work in a creative and collaborative environment to address issues facing the Wasatch Range. Applicants should be self-motivated, dynamic, and energetic about implementing their skills to help Save Our Canyons further our mission and grow our impact.

To apply for this internship please submit a resume and cover letter to [Alex@saveourcanyons.org](mailto:Alex@saveourcanyons.org).

Thanks,

Alex Schmidt

Campaigns Coordinator

Save Our Canyons