

Marketing Communications Intern

Type of Recruitment: Casual Seasonal (Summer Intern)

Pay: \$18.50 per hour

Agency: DNREC Office of the Secretary/Office of Communications

Employment Term: Full-time / 12 Weeks

Location(s): Richardson & Robbins Building, 89 Kings Hwy SW, Dover, DE 19901

Introduction

The **Delaware Department of Natural Resources and Environmental Control** protects and manages the state's natural resources, protects public health, provides outdoor recreational opportunities and educates Delawareans about the environment. The intern is part of the DNREC Office of the Secretary / Office of Communications. For more information, visit the website at <https://dnrec.delaware.gov/office-of-the-secretary/> and connect with @DelawareDNREC on Facebook, Instagram, X (formerly known as Twitter) or LinkedIn.

Summary Statement

DNREC is seeking a marketing communications intern to join our Office of Communications (OComms) team for the summer. The intern will help the team develop content, increase brand awareness, engage with constituents and support our mission. Working under the guidance of the marketing manager, but collaborating closely with the entire OComms team, the intern will contribute to a wide range of marketing and communications efforts. This internship is an excellent opportunity to gain hands-on experience and contribute to real-world projects in a dynamic and collaborative environment.

Through this internship, the successful candidate will receive various benefits, including:

- Hands-on experience in government communications and public service storytelling
- Mentorship from experienced communications professionals in a collaborative team environment
- Portfolio-ready work across social media, video, writing and campaigns
- A strong foundation for careers in communications, public affairs or environmental outreach
- Opportunities to attend and cover events, field work and community outreach activities

Job Duties

- **Campaign Planning:** Contribute to brainstorming sessions, research and strategy development.
- **Content Development:** Help create engaging content for various platforms, including our digital newsletter, online magazine, social media pages, website, print materials and presentations.
- **Multimedia Support:** Assist with photo, video and graphic content creation for digital communications.
- **Events Support:** Provide logistical and promotional support for DNREC events, including planning, on-site coordination, and photography/videography assistance.
- **Marketing:** Assist in the development, research and implementation of marketing campaigns across multiple channels.
- **Social Media Management:** Help manage our social media pages, creating and scheduling content, routing it for approval, and engaging with our community to increase followers and engagement.

- **Writing:** Write the first draft of articles, media advisories and news releases.
- **Analytics/Performance:** Monitor and report on the performance of marketing and social media campaigns using analytics tools, deriving insights to offer recommendations for future strategies.

Job Requirements

Please attach a resume with your online application. Include a cover letter detailing your interest in the internship and how it aligns with your career goals. In addition, provide a digital portfolio with school or work samples showing a variety of marketing communications such as articles, content calendars, digital newsletters, social media campaigns, marketing pieces, (e.g. advertisements, brochures, fact sheets, one-pagers), photography, PowerPoint presentations, videos and/or performance reports.

Applicants must have education, training and/or experience demonstrating competence in each of the following areas:

Educational Background: Currently enrolled in or a recent graduate of a bachelor's degree program in business, communications, journalism, marketing and/or related field.

- **Skills and Experience:**
 - Basic understanding of marketing concepts and strategies.
 - Strong writing and communication skills, with the ability to create compelling content for diverse audiences.
 - Familiarity with social media networks and analytics tools.
 - Ability to work collaboratively in a team environment and manage multiple projects simultaneously.

Additional Posting Information

The State of Delaware recognizes the value of telework and flexible working schedules. This position is eligible for Telework and Alternative Work

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Schedules according to the State of Delaware's Alternative Work Arrangement Policy. More information will be shared at the time of interview.

This position will have statewide responsibilities which requires travel throughout the State. The State of Delaware provides transportation services to State agencies.

- The position is flexible as to start date and is for a maximum 12-week term.
- The position will not exceed 37.5 hours per week with a regular schedule:
 - The position requires work occasional evenings and weekends to support some events and projects.
 - The intern will work at least two days per week at the office/studio, located in the Richardson and Robbins Building, 89 Kings Highway, Dover, DE 19801. Additional hours will be in the field or on location, or may be telework.
- This position will have statewide responsibilities which require travel throughout the State. The State of Delaware provides transportation services to State agencies.
- Casual/Seasonal Employees are not eligible for state plan benefits.

Condition of Hire

As a condition of hire, applicants must possess a valid driver's license (not suspended, revoked or canceled, or disqualified from driving).

Applicants must be legally authorized to work in the United States. DNREC does not provide sponsorship for holders of H-1 B Visas.

The State of Delaware Executive Branch participates in the Federal E-Verify system. The State will provide the federal government with each new hire's Form I-9 information to confirm that they are authorized to work in the U.S. For more information refer to our job seeker resources.

Selection Process

The application and supplemental questionnaire are evaluated based upon a rating of education, training and experience as they relate to the job requirements of the position. It is essential that applicants provide complete and accurate information on their application and the supplemental questionnaire to include dates of employment, job title and job duties. For education and training, list the name of educational providers, training course titles and a summary of course content. Narrative information supplied in response to the questions must be supported by the information supplied on the application including employment, education and training history as it relates to the job requirements.

Once an application has been submitted, all future correspondence related to the application will be sent via email. Please keep contact information current.

Accommodations

Accommodations are available for applicants with disabilities in all phases of the application and employment process. To request an auxiliary aid or service, call 302-739-5458. TDD users should call the Delaware Relay Service Number 800-232-5460 for assistance.

The State of Delaware is an Equal Opportunity employer and values a diverse workforce. We strongly encourage and seek out a workforce representative of Delaware including race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression.