



**Service, Science, Sustainability**

Under the leadership of the Commissioner of Public Lands, our work at the Department of Natural Resources (DNR) is done with the public's interest in mind, which means transparency and public knowledge. Our decisions are guided by sound science as we manage state trust lands, native ecosystems and natural resources. We support the vision of a sustainable future by protecting and managing the natural resources so future generations will have them.

DNR manages over 5 million acres of state-owned land that includes forest, range, commercial, agricultural and aquatic lands. We generate revenue that supports public schools, state institutions and county services. But managing lands is only half of our story. We also protect other public resources such as fish, wildlife, water, and provide public access to outdoor recreation. Two of our largest and most important state-wide resource protection responsibilities are fire prevention and suppression, and overseeing forest practices.

The DNR operates with a biennial budget of approximately \$400 million and has over 1300 employees.

We have some of the most talented people in the industry. We honor diversity in the workplace and support one another with respect and trust. We invite you to learn more about our culture, our careers, and why some of the top forestry and natural science professionals have joined Washington DNR by visiting our [DNR website](#).

**Communications Intern**

Are you majoring in communication, political science or environmental education and want to gain first-hand, real-world experience working in natural resource management? If so, you may be perfect for the DNR Communications Internship Program.

**JOB CLASSIFICATION: DNR Intern - Unpaid**

**LOCATION:** Olympia, WA

**CLOSES:** Open until filled

Flexible start date with minimum 3 month duration.

**POSITION PROFILE:**

The person in this internship position has the opportunity to:

- Work with a team of communications professionals in a collaborative environment.
- Write Web copy, articles and press releases;
- Market and expand DNR's social networking sites (MySpace, Facebook, Twitter, YouTube, Flickr and a blog).
- Assist in training DNR staff to use social media tools;
- Provide experience in crisis communications during the end of fire season.

DNR works with various media outlets to inform the public about the assortment of natural resource related issues including: geology, forestry, stream and Puget Sound restoration projects, fire prevention, recreation and environmental education.

This opportunity with DNR offers an intern valuable networking possibilities and on the job experience.

**QUALIFICATIONS:**

Applicant should be a current college student, Junior or Senior status or recent college graduate, majoring in communication, political science or environmental education.

Applicants must also have an interest in natural resources and a desire to further their career in communications.

## EMPLOYEE BENEFITS

The state of Washington offers a comprehensive benefits package including:

- [Medical](#), [dental](#), [life](#) and [long-term disability](#) insurance.
- Optional [long-term care](#), and [auto/home](#) insurance.
- Optional [medical flexible spending account](#).
- Vacation, sick, military, and civil leave.
- Eleven paid holidays per year.
- A state [retirement plan](#).
- Optional credit unions and savings bonds.

Optional [Deferred Compensation](#) and [Dependent Care Assistance](#) programs

Join our [job announcement mailing list](#) and view all current job opportunities.  
Visit: [DNR Jobs](#)

This announcement is published by the Washington State Department of Natural Resources (DNR). The DNR is an equal opportunity employer. Women, racial, and ethnic minorities, persons of disability, and disabled and Vietnam-era veterans are encouraged to apply. Persons with a disability who need assistance during the screening process, or those needing this announcement in an alternative format may contact DNR Recruiting staff (360) 902-1350 or (360) 902-1228. DNR may be contacted using the Washington State Telecommunications Relay Service (TTY) by dialing 711.

## APPLICATION PROCESS

Submit your cover letter, resume and three professional references to:

[dnrnews@dnr.wa.gov](mailto:dnrnews@dnr.wa.gov)

By submitting the application materials you are indicating that all information is true and correct to the best of your knowledge. You understand that the state may verify information and that untruthful or misleading information is cause for removal from applicant pool or dismissal if employed.

Questions? Please e-mail us at [Dnrnews@dnr.wa.gov](mailto:Dnrnews@dnr.wa.gov)



WASHINGTON STATE DEPARTMENT OF  
**Natural Resources**

Washington State Department of Natural Resources

## Office of Communications and Outreach Internship Program

“Caring for our Natural Resources...now and forever”

## Washington State Department of Natural Resources (DNR)

### About DNR:

Forward-looking stewardship, protection, and leadership of state-owned lands, Trust lands, and natural resources are at the heart of DNR's **Mission**. To manage this work effectively, we have 13 **Divisions**, each focused on a specific business area; 7 **Regions** with offices in communities around the state; many **Boards & Councils** that were created by law for specific purposes; and **Tribal Relations** for respectful government-to-government interactions on natural resources issues. **Employment** describes our current job recruitments for all of DNR locations, as well as volunteer opportunities.

### Mission:

- To provide professional, forward-looking stewardship of our state lands, natural resources, and environment.
- To provide leadership in creating a sustainable future for the Trusts and all citizens.

We manage 5.6 million acres of forest, range, agricultural, aquatic, and commercial lands for the people of Washington. These lands generate more than \$200 million a year, much of it to support public schools, state institutions, and county services. We also manage these lands to provide fish and wildlife habitat, clean and abundant water, and public access for you.

### Divisions of DNR:

- Aquatic Resources
- Asset Management & Protection
- Engineering & General Services
- Financial Management
- Forest Practices
- Geology & Earth Resources
- Human Resources
- Information Technology
- Land Management
- Office of Budget & Economics
- Office of the Commissioner of Public Lands
- Product Sales & Leasing
- Resource Protection

Interns will be given the opportunity to learn about the numerous divisions of DNR, and participate in communication projects within these divisions. Interns are encouraged to express their interest in specific divisions so that more time may be allotted to work on communication projects for areas of interest.

**Washington State Department of Natural Resources (DNR)  
Communications & Outreach Group  
Internship Description**

As an intern with the Department of Natural Resources office of Communications and Outreach, students will be given the opportunity to work collaboratively with DNR professionals in the communication field, while gaining knowledge and experience about environmental communication. Students who are **junior** or **senior status** enrolled at an accredited university and **recent graduates** from a **Communications** and/or **Journalism** program are encouraged to apply.

**Professional Competencies that can be developed through an Internship with DNR Communications & Outreach:**

- *Leadership*
- *Time Management*
- *Project Organization*
- *Responsibility*
- *Multi-Tasking*
- *Professional Writing*

**Communication Competencies that can be developed through an Internship with DNR Communications & Outreach:**

- *Participating in cross-training to expand DNR's understanding and use of social media outlets*
- *Assisting in organization and execution of media events*
- *Working well in partnership with multiple DNR divisions*
- *Attending weekly staff meetings*
- *Writing news/press releases*
- *Writing media advisories*
- *Technical writing*
- *Planning & execution of communication plans*
- *Writing for an internal communication site*
- *Learning how the Communication Group works as a team and as a tool throughout the agency*

**DNR knowledge to be obtained through an Internship with DNR Communications & Outreach:**

- **Mission:**
  - To provide professional, forward-looking stewardship of our state lands, natural resources, and environment.
  - To provide leadership in creating a sustainable future for the Trusts and all citizens.
- **Principles:**
  - Enduring Stewardship
  - Visionary Leadership
  - Inclusive Decision-Making
  - Creating Solutions
  - Respectful Relationships

- Vision:
  - At DNR, we envision a future in which our human and natural environment provides abundant and diverse social, ecological, and economic benefits for all the people of Washington, in this and all future generations. In acting to ensure this vision, we achieve sustainability.
  
- Commissioner Goldmark’s three main principles:
  - **Sustainability:** Everything is managing natural resources sustainably
  - **Transparency:** Do things in public interest with public knowledge
  - **Sound Science:** Base things on science, not politics
  
- Two main interfaces DNR has with the public:
  - Recreation
  - Fire

### **Intern Action Plan**

As an intern at DNR, students will get the chance to work on several social media programs that serve the public and employees of DNR. The key is to stay connected with all audiences of DNR by communicating up-to-date and transparent environmental information and encouraging dialogue within our communities.

#### **Social Media Programs:**



#### ***InsideDNR*** -

InsideDNR is a hybrid agency news aggregator and agency newsletter with new content added daily.

**DNR Journal** – These journal entries are in-depth articles about projects or work happening in the agency, or your work as an intern at the agency.



#### **“Ear to the Ground”**

Blog items will be stories that go along with one of our press releases, a repackaging of an *InsideDNR* Journal article, or an interesting *I Am DNR*.

“Ear to the Ground” will be updated about 3 or 4 times a week.



#### **YouTube** -

DNR is now utilizing this technology to educate the public about what we do at DNR and how we do it through multimedia.



#### **Flickr** -

This photo sharing website allows us to create easy-to-use, accessible photo streams and collections of photos broken down by category. Flickr allows DNR to share images with television stations from hard-to-reach areas of the state. This is helpful in situations such as avalanches and fires on DNR land. We will be training and granting posting access to people in divisions and regions as we move forward.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

### **Facebook -**

We have created a Facebook account to educate the public about DNR happenings. We have developed two groups:

- DNR Environmental Education- The Environmental Education group is used for students to learn about our environmental education opportunities and used in conjunction with our MySpace page.
- DNR Recreation- The DNR Recreation group will connect Facebook users with our website, recreation opportunities on state trust lands, and organize work and volunteer groups to maintain DNR land.

The Twitter logo, featuring the word "twitter" in a blue, lowercase, sans-serif font with a white outline, set against a white background with a thin black border.

### **Twitter -**

We use Twitter to post small bits of information – often with a link back to our site for more detail. These are 140 character posts that are interesting, but probably don't rise to the level of a full press release. Our Twitter feed into the second-most followed feed in Olympia.

**How to Apply:**

1. **Junior** or **Senior** status or recent college graduate, majoring in communication, political science or environmental education. Applicants must also have an interest in natural resources and a desire to further their career in communications.
2. Submit Resume
3. Letter of Intent
4. Three Professional References

**Deadline:**

**Date of Internship: Flexible, minimum 3 month commitment.**

E-mail Materials To:

[dnrnews@dnr.wa.gov](mailto:dnrnews@dnr.wa.gov)