

**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. This internship opportunity will provide a successful candidate with an opportunity to direct grassroots community engagement and organizing efforts which will have an invaluable impact on creating meaningful and lasting protections for the Wasatch Range.

**Internship Objectives:**

* Developing social media and website content
* Crafting engaging and actionable supporter communications and issue updates
* Developing and refining outreach materials appealing to a variety of user groups
* Using Google analytics, membership database feedback, and other tools to achieve improved email open rates, online engagement, and event attendance
* Assisting ongoing communication efforts and activities, including expanding Save Our Canyons’ participation at summer tabling opportunities.

**Internship Goals:**

* Increasing social media reach and website traffic by 15%
* Gain a clear understanding of non-profit organizing, communication efforts and grassroots campaign work
* Expanding our outreach efforts and membership outside of Salt Lake City

The 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 Save Our Canyons’ mission.

To apply, please submit a resume, brief writing sample, and cover letter to Alex@saveourcanyons.org