

Marketing & Social Media Internship Announcement

Department: General Services Department – Parks & Recreation

Division: Parks and Recreation

Location: Lodi, California

Job Type: Internship (Unpaid or Academic Credit, if applicable)

Duration: Fall, Spring, or Summer Term

The Marketing & Social Media Intern will support division-wide marketing, communications, and public engagement efforts across San Joaquin County Parks & Recreation facilities, programs, and special events. This internship provides practical experience in public sector marketing, social media content development, event promotion, and community outreach within a parks and recreation setting.

Under supervision, the intern will assist with social media content creation, promotional activities, event marketing support, and development of outreach materials. This is an unpaid internship. Academic credit may be available if coordinated through the student's educational institution.

Essential Duties:

Duties may include, but are not limited to:

- Assisting with development of social media content including photos, videos, reels, graphics, and captions
- Supporting implementation of social media campaigns promoting parks, programs, facilities, and special events
- Researching social media trends and recommending new ideas to enhance engagement and visibility
- Assisting in the creation and updating of promotional materials including flyers, graphics, newsletters, and outreach content
- Supporting marketing and promotion of special events, programs, and community activities
- Assisting with photography, content capture, and storytelling during programs and events
- Supporting event logistics including setup, breakdown, and promotional support activities
- Conducting research and assisting with special marketing, communications, and Division projects as assigned
- Performing related duties as required

Minimum Qualifications:

Current enrollment in an accredited college or university pursuing a degree in marketing, communications, public relations, digital media, journalism, recreation administration, business administration, or a closely related field.

Knowledge, Skills, and Abilities:

- Creativity and interest in social media storytelling and visual content development
- Strong written communication skills
- Ability to engage effectively with diverse audiences
- Organizational skills and attention to detail
- Ability to work independently and as part of a team
- Proficiency in basic computer and mobile applications
- Interest in parks, recreation, or community programming

Working Conditions:

Work is performed indoors and outdoors in varying weather conditions. Duties may require standing for extended periods, attending events, and occasional lifting of program materials and supplies.

Schedule & Commitment Requirements:

Internship schedules are structured to align with academic terms.

Fall Semester (August–December)

- Minimum 150 total hours
- Approximately 10–15 hours per week

Spring Semester (January–May)

- Minimum 150 total hours
- Approximately 10–15 hours per week

Summer Term (May–August)

- Minimum 300 total hours
- Approximately 20–30 hours per week

Scheduling flexibility is required. Some evenings and weekends may be necessary to support events and programming.

How to Apply:

Interested candidates should submit the following materials:

- Cover letter outlining interest in the internship and relevant experience
- Current resume

Email application materials to: internships@sjgov.org

- Subject Line: Marketing & Social Media Intern – Parks & Recreation

Optional Materials:

- Unofficial transcripts
- Letters of recommendation

Applications will be reviewed on a rolling basis until positions are filled.
Selection interviews will be conducted by County staff.