



# THE WILDLIFE CENTER OF VIRGINIA

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P.O. BOX 1557 • WAYNESBORO, VIRGINIA 22980 • 540-942-WILD • FAX 540-943-WILD

## Outreach Design Externship

**JOB DESCRIPTION:** The Wildlife Center of Virginia is a hospital for native wildlife, with the mission of teaching the world to care about and to care for wildlife and the environment. Each year, the veterinary and rehabilitation staff at the Wildlife Center treat an average of 2,400 patients. The Center's outreach department presents hundreds of programs in schools and libraries across Virginia and at the Center; the team also presents dozens of online classes through the Center's Critter Cam and moderated discussion. The conservation themes we emphasize in these programs are drawn directly from the stories of the animals that arrive at the Wildlife Center's doorstep every year in need of care.

The Center utilizes our well-designed website and several social media platforms to share important messages about wildlife conservation. The content we create for these platforms includes memes, videos, infographics, and photos.

Through this specially designed, remote externship, students have the chance to learn more about wildlife conservation and produce content that will help the Wildlife Center achieve its mission.

Outreach design externship students will learn about native wildlife as well as develop enhanced written/visual communication skills, and project management skills. Externs will gain real-life experience with client communications and the management of client expectations.

### RESPONSIBILITIES:

- Create photo-based content for the Center's website and social media
- Assist with improving existing content on the Center's website
- Edit videos about relevant wildlife topics [outreach staff provide footage]
- Assist in the creation of content for digital campaigns
- Conduct research about relevant wildlife topics for new digital content
- Design and create content for display boards, kiosks, and other educational materials
- Work in a timely manner to meet deadlines and accept creative feedback

Externs are required to have their own computer and the necessary programs/application licenses to complete the work. All content created will be owned by the Wildlife Center but can be used for purposes of self-promotion (i.e. portfolios or job applications).

**SALARY:** None.

**DURATION:** This remote position is part-time and lasts between 12 and 16 weeks, depending on the student's schedule and the outreach department's needs.

*Remote applicants only.*

### QUALIFICATIONS:

The ideal candidate will be a self-motivated individual with a sincere interest in wildlife and the role of digital education in environmental conservation. The outreach design extern must be punctual, professional, flexible, and detail-oriented. Intermediate skill with use of desktop and web-based tools for design is required.

**EDUCATION REQUIREMENTS:**

At least two years of college education; degrees in graphic design or the fine arts will be considered.

**OBJECTIVES:**

- **Graphic Design and Project Management:** Students will take the lead on a number of design projects. They will conduct research, generate content, and create designs/layouts for a number of digital design projects. Externs will apply practical graphic design skills to the creation of logos, infographics, memes, and other digital components. During the creative process, students will need to incorporate feedback from Center staff into the design/content and communicate with the staff throughout the project. Meeting deadlines and project goals are key parts of the extern's project management responsibilities.
- **Enhanced communication skills:** During the course of the externship, students will develop a writing/visual communication style that translates well in digital media by creating and editing content for the Center's website and other digital outlets. Students will focus on visual displays of data and how to best communicate information to a mixed audience.
- **Gain a better understanding of wildlife and environmental conservation:** Students will learn the natural history of many species of native Virginia wildlife. Externs will have access to staff members with practical and academic knowledge of wildlife and environmental issues. Students may utilize the Center's digital subscriptions during their externships.
- **Professional experience:** The outreach design externship provides students with an opportunity to work in a professional setting. Externs will work directly with the outreach staff, and will be expected to meet deadlines, take feedback, and communicate effectively with stakeholders in projects.

**TO APPLY:**

Please email application form, cover letter, résumé, and writing sample to [edu@wildlifecenter.org](mailto:edu@wildlifecenter.org).

**Application deadlines:** Applications accepted on a rolling basis.