

## Conservation Marketing Practicum

The Chilcotin Ark Institute is located in the Chilcotin Ark, a unique place for nature and wildlife due to the diverse combination of ecosystems. We are committed to sustainable land management, stewardship and conservation of wildlife of this unique environment. To do so, we facilitate and conduct participatory action research and conservation projects. Your internship combines nature conservation with personal development and nature connection. During your internship you will experience a variety of fields such as invasive species management, habitat management, wildlife studies, proposal writing and eco-tourism by educating visitors and getting them involved in hands-on conservation projects in the area. Personal and professional development is a cornerstone of your internship with ongoing support on your journey. If you have a specific research interest or conservation project that you would like to conduct in the area, you have the opportunity to plan and conduct it as part of your internship. We work together with universities and facilitate co-op terms. Our ranch-based research centre and remote satellite research stations in the Chilcotin Ark in British Columbia, Canada are the ideal place to facilitate your project.

### **Job description:**

You will have the opportunity to gain experience in the following areas including, but not limited to:

- Educate the public about our conservation projects and the Chilcotin Ark
- Content creation for different Marketing channels, e.g. Social media, websites, newsletter, signs
- Organize Meetings with relevant stakeholders
- Create newsletters, email campaigns, online promotions, etc
- Organize community partners to create content to share on social media
- Develop educational material, e.g. Brochures, posters, signs, online courses, websites

### **Requirements:**

The requirement for staying with us is your commitment to your Personal Development and to contribute to our community. You are ready to view challenges as opportunities to grow and learn and take initiative to leave your comfort zone. Our priority is to create a community where we believe the best of each other, want the best for each other and hold one another accountable - If you share this approach you are ready to join us.

### **Benefits:**

- Live by our Six principles of Nature Connection, Nature Conservation, Personal Development, Self-Sufficiency, Empowerment, and Conscious & Aware.
- Your Personal Development is the priority of your experience, so we facilitate the environment and material for you to grow and evolve towards your best self.
- You become part of our community where we support each other in our goals and mission and share our personal experiences on a daily basis.
- Develop your skills in being flexible and adaptable, resilience, leadership, efficiency, team work, problem-solving, responsibility, initiative-taking, commitment and keeping a positive attitude no matter the challenge
- You will live and work in a remote wilderness environment and experience a new lifestyle, where you reconnect with nature and yourself.
- You create your own work schedule that meets your interests and moves you towards your goals.

Apply through <https://www.trails-to-empowerment.org/> or scan the QR Code

