



DEPARTMENT OF  
**GAME & INLAND  
FISHERIES**  
CONSERVE. CONNECT. PROTECT.

## INTERNSHIP OPPORTUNITY

**Division: HQ Executive Office**

**Position: Marketing Intern**

**Work Location: 7870 Villa Park Drive, Glen Allen**

**Time Period: January 2018 – August 2018 (Spring and/or Summer)**

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### DGIF MISSION STATEMENT

**CONSERVE. CONNECT. PROTECT.**

**The Virginia Department of Game and Inland Fisheries' mission is to:**

- **Conserve** and manage wildlife populations and habitat for the benefit of present and future generations.
- **Connect** people to Virginia's outdoors through boating, education, fishing, hunting, trapping, wildlife viewing, and other wildlife-related activities.
- **Protect** people and property by promoting safe outdoor experiences and managing human-wildlife conflicts.

### POSITION DESCRIPTION

To develop new marketing opportunities-Production, Development, Innovation (3 cores)

- Passion for connecting people to the outdoors
- Develop product from concept to execution to retail platform
- Support the Virginia Wildlife Grant Program through fundraising , communications,etc.
- Develop customer surveys
- Working with product vendors - maintaining and developing new relationships
- Innovating around the DGIF lobby sales of ShopDGIF product
- Collaborate with illustrators, graphical designers, photographers, videographers, etc. to promote ShopDGIF

### Desired Skills:

Creative Brand Management

- Business Acumen + Creativity
- Design Development
- Copywriting/Editorial/Writing
- Ideation – New Product
- Strategy – Insight to Idea
- Strong inter-personal and team working skills