

Office of Sustainability Initiatives Summer 2017 Communications Internship

Emory's Office of Sustainability Initiatives is seeking a qualified student to coordinate the communications, marketing and social media management of the office's work. OSI provides opportunities for our Communications Interns to fine-tune a range of communications and marketing skills by helping us tell our story through creative, interactive and meaningful channels.

An OSI Communications Intern's tasks will include but are not limited to:

- Creating content for and publishing the weekly newsletter using MailChimp
- Managing social media content and conversations daily through a mix of scheduled content, real-time posts, and interactions with people and organizations through Facebook, Twitter and Instagram
- Coordinating the creation and editing of marketing/communications materials (flyers, fact sheets, etc.) with the OSI team and the graphic designer
- Writing news articles for internal and external news sources
- Developing and implementing engagement campaigns with Emory students, faculty, and staff
- Assisting with regular website updates
- Assisting the OSI staff with tracking of internal and external media hits and with general tracking of the effectiveness of communications utilized by the office
- Representing the Office of Sustainability at campus and community events

Interns are expected to work between 15 and 20 hours a week during the summer, depending on OSI's needs and the intern's availability. OSI does not have extra office space for students, so work is done remotely with regular meetings with staff to discuss projects.

Desired Qualifications:

- Strong writing, verbal and analytical skills
- Some experience in communications and with understanding of social media platforms for professional (not personal) use, of tools and analytics (e.g. Hootsuite, MailChimp, Facebook Insights) and of website content management (HTML)
- Attention to detail in design, content creation and editing, and intra-office email communication
- Interest in and understanding of principles of sustainability and environmental stewardship
- Comfortable working independently with regular check-ins on activity and progress

Eligibility:

All undergraduate and graduate students enrolled at Emory University may apply for all internships. All majors welcome, but those seeking experience in a field related to communications and sustainability are preferred.

How to apply:

Please submit your resume, cover letter, examples of your communications-related work (e.g. writing, photo, video, graphic design) and availability (preferred hours/week, start date, end date, any weeks you will be on vacation) to Taylor Spicer at tspicer@emory.edu by noon on Friday, March 24. Top applicants will be invited for interviews soon after.

In your cover letter, please:

- Discuss any experiences that have shaped your interest in sustainability and communications
- Indicate the areas of sustainability in which you have interest (e.g. food, energy, water, etc.)
- Explain how the internship will contribute to your academic and professional development