

Position: Communications & Marketing Intern**Available to: Currently enrolled undergraduate and graduate students****Term: Spring 2022****Pay: \$10/hour for undergraduate students; \$12/hour for graduate students; FWS and REAL candidates are encouraged to apply**

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

The OSI Communications and Marketing Intern's tasks include but are not limited to:

- Creating content for and publishing the weekly newsletter using MailChimp
- Managing social media campaigns and posts daily through a mix of scheduled content, real-time posts, and interactions with people and organizations through Facebook, Twitter and Instagram
- 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 to OSI's WordPress site
- Assisting the OSI staff with tracking of internal and external media hits and with general tracking of the effectiveness of communications strategies utilized by the office
- Facilitating meetings for the OSI team and managing projects from start to finish that require the creation of graphic materials (flyers, fact sheets, signs, etc.)

The intern can expect to support other OSI activities, such as tabling at campus events, zero-landfill waste events, and educational presentations to campus groups when appropriate. During the academic year, interns will be offered and expected to work 8-10 hours per week and will be expected to have some availability during business hours. OSI does have some office space in the 1599 Clifton Road building, but most work is done remotely with regular meetings with staff to discuss projects.

Desired Qualifications:

- Strong writing, organizational and verbal communications skills
- Some experience in marketing and communications for organizations
- An understanding of social media platforms for professional (not personal) use, of tools and analytics (e.g. Hootsuite, MailChimp, Google Analytics), and of website content management (WordPress). Experience with these platforms and tools is preferred but not required.
- Interest in bringing ideas for marketing and communications that aim to encourage sustainable behavior change among faculty, staff, students, visitors, and patients
- Attention to detail for design, content creation and editing marketing materials, and for intra-office email communication
- Affinity for project management and/or a desire to learn project management skills
- Interest in and understanding of principles of sustainability and environmental stewardship
- Comfort with 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.

How to apply:

Applications will be accepted and reviewed on a rolling basis, but please submit your resume, cover letter, examples of your communications-related work (e.g. writing, photo, video, and/or graphic design) and

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availability (hours/week, start date, end date) to Taylor Spicer at tspicer@emory.edu by **8:00 am on Tuesday, November 30, 2021**. 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.).
- Share any areas of communications and marketing that are especially appealing to you.
- Explain how the internship will contribute to your academic and professional development.