

Position: Communications & Marketing Intern (hybrid program)**Available to: Currently enrolled undergraduate and graduate students****Term: Summer 2022****Pay: \$10/hour for undergraduate students; \$13/hour for graduate students**

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 biweekly newsletter using MailChimp
- Managing social media campaigns and conversations daily through a mix of scheduled content, real-time posts, and interactions with people and organizations through Facebook, Twitter, and Instagram
- 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.)
- 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 utilized by the office
- Contributing to the office's outreach and education through tabling events, presentations, and engagement sessions as requested

Interns are expected to work up to 20 hours per week, depending on OSI's needs and the intern's availability. This summer, this internship will be conducted in a hybrid format – in-person and remote.

Desired Qualifications:

- Strong writing, verbal and analytical 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, but those seeking experience in a field related to communications and sustainability are preferred.

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 no later than **8:00 am on Friday, April 1**. 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