2019-2020 Sustainable Stanford Internship Position Description

Campus Department –Department Division/Office:
Office of Sustainability, Sustainability and Energy Management

Position Supervisors: Annie Rucker, Sustainability Coordinator

Position Title: Outreach and Web Development Intern

Position Description:
The Office of Sustainability provides campus-wide opportunities for individuals to participate in Stanford's sustainability efforts, and encourages action through its Cardinal Green campaign series and My Cardinal Green behavior change platform. The primary point of engagement for the campus community is the Sustainable Stanford website. The Outreach and Web Development Intern will directly support outreach efforts by developing creative and innovative multimedia projects to raise awareness of sustainability efforts on campus, supporting administration of the My Cardinal Green program, and developing and supporting interesting engagement opportunities with the Stanford community.

As part of the Office of Sustainability's Outreach Team, the intern's responsibilities may include, but are not limited to:

- Creating infographics and other graphic content for web and visual display
- Developing video content for use on the Sustainable Stanford web site
- Creating content for digital marketing of My Cardinal Green and conservation campaigns
- Administering the My Cardinal Green web platform to support campus engagement
- Developing web-based training modules and expanding web application programs
- Supporting outreach teams at various campus events throughout the year
- Planning and promoting engagement opportunities, and recruiting partnerships with students in support of the Cardinal Green brand through targeted emails, events, and student club announcements
- Researching behavior change barriers in Stanford populations, and brainstorming effective methods of breaking down those barriers for student involvement
- Assisting with the planning of Celebrating Sustainability, Stanford's Earth Day celebration that attracts over 1,000 attendees each year, and encouraging student involvement

Within these project areas, the Outreach and Web Development Intern will be encouraged to pilot projects of personal interest. These projects must focus on encouraging sustainable behaviors on campus, and should be designed, implemented, and evaluated by the intern over the course of their experience.

Position Length:
2019-2020 academic year

Opportunities and Benefits:
This is an excellent opportunity for students who would like to utilize innovative and engaging communications for social good, with a specific interest in sustainability, to gain hands-on work experience while contributing to a significant campus effort. In this position, students will develop relationships with sustainability leaders while gaining experience in the following areas:
- Multimedia and creative content development
- Web development
- Education and outreach campaigns
- Graphic design
- Video content
- Design thinking
- Communication to encourage behavior change
- Project management
- Survey design and analysis
- Analytics

Students of all majors, interests, and backgrounds are encouraged to apply. Both undergrads and graduate students are welcome.

Skills and Abilities:
- Detail-oriented and a strong self-starter, able to follow tasks through to completion with little supervision
- Experience with Drupal and HTML development
- Experience with Adobe Creative Suite
- Experience with video and video editing software
- Strong written and oral communication skills
- Established connections to student sustainability organizations on campus
- Able to commit an average of 8-10 hours per week. Schedule is flexible and work can be completed either from home or at the Office of Sustainability.
- Experience with grass roots campaigning preferred
- Upperclassman or grad student preferred, but not required

Salary:
$16.50/hour

To Apply:
Please provide a resume and cover letter stating your interest and experience by email to ruckerae@stanford.edu. **Deadline is Wednesday, April 10, 2019**. Hiring decisions will be announced by mid May.