



2020-2021 Sustainable Stanford Internship Position Description

Campus Department –Department Division/Office:

Office of Sustainability, Sustainability and Energy Management

Position Supervisor: Annie Rucker

Position Title: Outreach and Social Media 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 points of engagement for the campus community is the [Sustainable Stanford website](#) and multiple social media accounts. The Outreach and Social Media Intern will directly support outreach efforts by developing creative and innovative content 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 social media posts for various mediums (e.g. Facebook, Twitter, LinkedIn), ensuring appropriate content, tone, and visuals for posts
- Creating infographics and other graphic content for social media, website, and visual display
- Developing video content for use on Sustainable Stanford social media and website
- Creating content for digital marketing of My Cardinal Green and conservation campaigns
- 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, and encouraging student involvement

Within these project areas, the Outreach and Social Media 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:

2020-2021 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:

- Marketing and social media creation
- Multimedia and creative content development
- Education and outreach campaigns
- Graphic design
- Video content
- Design thinking
- Communication to encourage behavior change
- Project management
- 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 managing business social media accounts
- 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, 2020. Hiring decisions will be announced mid-May.