Stanford Environmental Communications Internship

Center for Ocean Solutions

The Stanford Center for Ocean Solutions (COS) fosters innovations to sustain the resilience of the ocean and the people who depend on it. We are committed to taking advantage of new technology to create new insights into ocean challenges, new solutions and tools to address those challenges, and new mechanisms – business models, coalitions, and partnerships – to get to scale. We are part of the Woods Institute for the Environment, which is the hub of interdisciplinary environment and sustainability research at Stanford University.

Roles and Responsibilities: Communications Intern, Center for Ocean Solutions

The COS communications intern provides on-going support for social media outreach, newsletter production and website content management support, in addition to collecting and reporting on media coverage of COS research and scholars and producing other written and multimedia content under the direction of the COS communications manager. The primary focus of this position is to help raise the profile of and promote engagement with the center, its researchers and events.

Roles and Responsibilities

(40%) Social media outreach: Build brand awareness among target audiences and motivate members of our community to engage with one another and with Stanford:
  · Monitor and promote both COS-specific and Stanford-wide ocean news and events
  · Post on our Facebook and LinkedIn pages and send tweets
  · Report and graph social media metrics
  · Contribute content to Woods’ Instagram account

(20%) Media Research/Constituency Building: Assist with e-mail blast services like MailChimp for use in developing newsletters, invitations, one-off emails and managing a growing list of subscribers.
  · Help set up mailers using MailChimp
  · Help compile metrics on e-blast mailings
  · Use Cision, Twitter and other online forums to research reporters and add to distribution lists

(15%) Website content management: Learn to use the COS website content management system and help keep information on our various web properties current.

(10%) Photo/video Acquisition & Editing: Attend events to take or collect photos/videos for use in COS publications and other collateral:
  · Learn to use the COS camera and take additional photos to increase the collection
  · Capture photos and audio/visual and post for use on social media channels, including captions

(10%) Editorial content production: Assist with writing and proofreading written content.
Special Projects - Branding: Help update COS materials (website, documents, presentation templates, social media profiles) with new logo.

**Hours and Compensation**
We’re looking for a student who can work between 10-15 hours per week – between the hours of 8:30 a.m. and 5 p.m. (with some after-hours event support, as appropriate). Time may be divided between the COS office on campus and remote locations. This is a paid internship at a rate within range recommended by Stanford’s undergraduate student wage scale.

**Qualifications**
- At least 1 year of full-time coursework at college or university
- Competency in writing with strong attention to detail
- Strong organizational skills & initiative
- Familiarity with social media content creation & analytics
- Interest in online and web-based tools; experience updating websites or databases is desirable
- Experience in shooting/editing photos, videos and/or graphic design
- Creativity, openness to new ideas

To apply, send cover letter with a resume and 3 writing samples to: christineblack@stanford.edu.
Note “INTERN APPLICATION” in subject line.