Stanford Environmental Communications Internship
Center on Food Security & the Environment

The Stanford Woods Institute for the Environment is the hub of interdisciplinary environment and sustainability research at Stanford University. We are committed to helping produce solutions to the major sustainability challenges facing the world. Our fellows, affiliated faculty and researchers are leaders in their academic fields. They bring expertise from across Stanford’s seven schools – business, earth sciences, education, engineering, humanities and sciences, law and medicine – to our pioneering work on environment and sustainability issues. Learn more: woods.stanford.edu

The Institute currently is recruiting detail-oriented students with excellent writing skills and familiarity with social media to support the Center on Food Security & the Environment (FSE).

Roles and Responsibilities: Communications Intern, Center on Food Security & the Environment

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

(50%) Content development
- Prepare posts for different social media platforms and various Stanford Woods/FSE/FSI associated accounts including Twitter, Facebook, Instagram, and LinkedIn.
- Monitor accounts of partners, centers and programs and retweet/post as appropriate
- Attend periodic FSE lab meetings to gather ideas for communications materials

(20%) Logging media coverage/web content management
- Post basic content to FSE website including publication updates, news stories and media coverage
- Monitor FSE Media Alerts
- Note posted content on FSE/Woods media coverage log & FSI weekly media digest
- Use media coverage to create social posts

(10%) Monitor and report social media metrics
- Note progress in followers and engagement on social media platforms
- Fill in metrics information sheet bimonthly

(10%) Create/source graphics and other material for social media
- Find photos for use in FSE/Woods communications materials
- Cut videos for Instagram and Twitter
- Create photo quote slides for use on social media
(10%) Live tweeting or vlogging events
- Attend Woods events and communicate content to followers in accordance with social media best practices

Hours and Compensation
We’re looking for a student to work between 10-15 hours per week – schedule is flexible. Time may be divided between the Woods 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
- Familiarity with social media content creation & analytics
- Strong organizational skills & initiative
- Interest in online and web-based tools; experience updating websites or databases is desirable
- Experience in videos production 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.