Stanford Environmental Communications Internship
Multimedia Content Creator

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. Comprising 10 percent of Stanford’s faculty and research professionals, our 150 fellows and affiliated faculty 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

Roles and Responsibilities: Multimedia Content Creator, Woods Central Office

Primary duties for the Multimedia Content Creator will concentrate on assisting with research and production of engaging and informative videos that raise the visibility of Stanford environment and sustainability research. Reporting to the Associate Editor, Environment & Sustainability, The multimedia content creator intern also may assist with development of a new Stanford podcast about the environment, with associated research, organizational and production duties.

(65%) Video and Multimedia Acquisition & Editing
- Record video and audio for use in Woods communications channels
- Edit and package video or audio content for distribution via YouTube, social media, etc.
- Equipment and software research
- Storyboarding
- Simple motion graphics & graphics
- Simple color correction
- Simple animations
- Photo touch ups
- Maintain master video library

(15%) Social media outreach: Build brand awareness and motivate members of our community to engage with one another and with Stanford
- Package videos, GIFs and other multimedia content for distribution via Facebook, Twitter and Instagram
- Track and report social media metrics

(10%) Website asset collection & content management: Learn to use the Woods website content management system and help keep information on our various web properties current.
- Inventory content on website to prepare for mapping to a new site
- Assist with development of a new media resources portal
• Assist with website updates to the homepage and news section

(10%) Archive Woods Multimedia Collection: Help organize, tag and upload Stanford Woods Institute’s growing collection of photography, video and other multimedia. Learn to use a custom designed archival program to consolidate images from our numerous researchers and programs and tag in a central location for later use in social media, print and website collateral.

Qualifications
• Bachelor’s Degree or equivalent
• Competency in writing with strong attention to detail
• Strong organizational skills
• Interest in online and web-based tools; experience updating websites or databases is desirable
• Experience in shooting/editing photos, videos or graphic design
• Strong work ethic and attention to detail
• Excellent technical abilities and fluency
• Creativity, flexibility and initiative
• Strong problem solving skills
• Solid communicator
• Resourceful and self-motivated
• Disciplined and focused
• Responsible, reliable, and mature
• A creative and imaginative love of storytelling

Software:
• Final Cut Pro, Photoshop or other image software, occasional use of other digital editing and media programs
• Mac fluent
• Word, Excel
• Google Drive
• Box

Hours and Compensation
We’re looking for a student to work about 10 to 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/graduate student wage scale.

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