Stanford Woods Institute Communications Internship
Social Media Content Producer

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

Roles and Responsibilities: Social Media Content Producer, Woods Central Office

The Woods 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 Stanford environmental research and scholars and producing other written and multimedia content under the direction of Woods institute staff. Reporting to the Woods social media lead, the primary focus of this position is to help raise the profile of and promote engagement with the Institute, its researchers and events.

Roles and Responsibilities
(50%) Preparing and programming content for social channels
- Prepare posts for different social media platforms and various Stanford Woods associated accounts including Twitter, Facebook, Instagram, and LinkedIn.
- Monitor accounts of partners, centers and programs and retweet/post as appropriate

(20%) Logging Media Coverage/web content management
- Monitor Woods Media Alerts
- Post media alerts to Woods Website
- Note posted content on Woods media coverage log
- 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%) Creating graphics and other material for social media
- 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

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

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: christineblack@stanford.edu.
Note “INTERN APPLICATION” in subject line.