



Job Title: Digital Strategies Intern
Department: Member Growth (Digital Strategies)
Location: Washington, DC; Oakland, CA; or Remote
Reports To: National Digital Strategy Director

Context: At the Sierra Club, we believe in the power of interdependence. Together, we remain committed to the fight for a healthy climate built on a foundation of environmental, racial, economic, and gender justice – a future where all people benefit from a healthy, thriving planet and a direct connection to nature. As the climate crisis and deeply entrenched systemic racism all fuel injustice, we will continue to fight for a bold, transformational agenda that recognizes the interconnectedness between our planet, our humanity, and our future. By recognizing that our destinies are tied, we continue to name that all things are fundamentally connected, and the overlap between ecology, race, gender, and representative government will move to either advance our collective humanity or to oppress it. Sierra Club has close to 800 staff across the country and a network of 64 local chapters that are led and fueled by thousands of volunteers. We are also proud to be a unionized employer, with three labor unions representing more than half of our employees.

Scope: The Digital Strategies intern will work with regional and national teams to develop digital plans and content to help grow our base of supporters, mobilize audiences to action, and drive campaign outcomes that protect our communities, climate, and natural resources. The intern will help to create an engaging online experience for our supporters by applying digital best practices for email, mobile, social media, petition pages, and event recruitment. The intern will also be supported to perform audience targeting, testing and experimentation, and analysis of results and progress to goals.

Job activities include but are not limited to:

1. Identify and create opportunities to grow our activist and membership base, engage supporters online, move them up the ladder of engagement, and mobilize them to support the Sierra Club's work and mission.
2. Research, write and create compelling digital content for emails, mobile, social media and website.
3. Track grassroots digital engagement trends and suggest creative tactics to incorporate into campaigns.
4. Track content performance to monitor, optimize, and analyze emails, texts, and social media performance.
5. Collaborate with staff members to implement day-to-day digital tasks and support cross-department projects.

The successful candidate must demonstrate the following skills, experience and competencies:

- Familiarity with conservation, climate and environmental justice issues.
- Proficient computer skills and prior experience or aptitude with basic digital tools and platforms.
- Excellent writing and editing skills. Possess a keen eye for consistency, accuracy, and detail in writing and producing digital materials.
- Good verbal communication skills for a high level of team collaboration. Able to give and receive feedback.
- Strong organizational, project management, and problem-solving skills.
- Committed to continuously deepening and evolving your own understanding of systems of oppression through study, openness, and humility. You recognize your own relationship to privilege and power, examining and shifting your behaviors as appropriate.

To Apply

Please submit your resume and a cover letter of no more than one page answering the following questions:

1. Why are you interested in interning at the Sierra Club?
2. What experience do you have with social, climate or environmental justice advocacy?
3. How do you hope this internship will contribute to your professional and personal goals?

The Sierra Club provides equal employment and advancement opportunities to all staff members. Employment decisions are based on merit, qualifications, lived experience and skills.

The Sierra Club does not discriminate in employment opportunities or practices on the basis of race, color, creed, religion, national origin, immigration status, socioeconomic status, ancestry, age, size, sex, sexual orientation, gender, gender identity, familial status, veteran status, disability, AIDS/HIV status, medical condition, prior conviction, arrest history, traits historically associated with race, including, but not limited to, hair texture and protective hairstyles, or any other characteristic protected by law.

The Sierra Club values applicants who are people that identify as Black, Indigenous, and other minoritized groups; women; queer, transgender, gender non-conforming, and gender fluid people.

Explore, enjoy and protect the planet.