



Job Title: Social Media Intern

Department: Communications

Location: Oakland Office, Washington DC, or remote

Duration: 37.5 hours/week for 10 weeks

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 Social Media Intern will assist with developing timely, engaging content for our social media platforms that is relevant to many communities and stakeholder groups. This is a great opportunity for anyone interested in the nexus between energy/environment and social justice to work with state policy and issue experts and organizers on key issues, while expanding their communications capacities.

Job activities include but are not limited to:

- Track news and storylines, identify trends in how the media portrays our issues.
- Content Creation: Craft engaging content, including images, text, and videos, that aligns with our Sierra Club brand voice and objectives.
- Community Management: Actively engage with our online community, responding to comments and messages, fostering a positive environment.
- Research: Keep abreast of the latest social media trends and tools, providing recommendations for content strategy improvements.
- Creative thought contribution to Social Media content development and strategy meetings.

The successful candidate must have the following skills and experience:

- **Excellent writing and editing skills.** Ability to craft compelling content suitable for various audiences across cultural, racial, and classes.
- **Social media proficiency.** Familiarity with various social media platforms and understanding of web engagement strategies.

- **Working knowledge of conservation and environmental justice issues.**
- **Committed to evolution.** You are committed to continuously deepening and evolving your own understanding of systems of oppression through study, openness, and humility. And you easily recognize your own relationship to privilege and power, examining and shifting your behaviors as appropriate.
- **Uplifting and additive.** You see mistakes as opportunities for growth; problems as catalysts for solutions, and inspire others along the journey. You carry a constructive approach, can-do attitude, a sense of humor, and authentic kindness wherever you go.

The strongest candidates will also demonstrate the following experience, skills and competencies:

- Bilingual
- Ability to meet tight deadlines.
- Flexibility and adaptability with the ability to pivot in the quickly changing social media landscape.

To Apply

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.