



## Communications and Marketing Internship Fall 2018

**Contact:** Carly Ferro, Associate Organizing Representative  
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**Mission:** **Explore, Enjoy, Protect.** The Sierra Club is a volunteer-led environmental organization that focuses on protecting our wild places, confronting climate change, and getting people outside to enjoy the outdoors.

**Overview:** The Communications and Marketing intern will work with the Chapter Director, Chapter Organizer. They will work to update the Chapter website, develop communications content, and create volunteer engagement materials. The Communications and Marketing Intern will learn and utilize chapter marketing software, Salesforce database, Drupal website management software, AddUp, Chapter's social platforms, and coordinate with staff and volunteers on tracking digital and in-person communication metrics. Other tasks, and research, to be completed as assigned.

**Time Commitment:** 10 hours a week for 10-15 weeks

### Responsibilities:

- **Develop** a work plan and communications and marketing calendar with the Chapter Director, Chapter Organizer, and Chapter committees to plan communications and campaign strategies from September through December.
- **Research** campaign areas and issues including; air and water quality, public lands, energy efficiency, renewable energy incentives, and transportation.
- **Assist** the staff and volunteer leaders with creation of outreach materials, including; emails, online actions, petitions, resolutions, and fact sheets.
- **Organize** communication and marketing strategies across multiple volunteer teams and capacities.
- **Build & Maintain** current volunteer teams. Work with the Communications & Fundraising Committee to build new capacity, as needed, and assist in the recruitment and engagement of volunteers for events.

- **Track & Analyze** communication metrics. Use data to determine marketing, fundraising, and messaging goals to inform future outreach initiatives.

**Qualifications:**

- Passion for the Sierra Club's mission and dedication to helping the organization grow
- Ability to commit to at least 10 hours per week, including some nights or weekends. Mandatory attendance at all Communications and Fundraising Committee Meetings.
- Self-disciplined, determined problem solver
- Excellent written and verbal communication skills
- Experience with environmental policy or community organizing a plus
- Familiarity with Microsoft Office and Google Drive (Adobe Creative Suite and Drupal a plus)
- Ability to engage and interact with many types of people in various settings

**Application:** Submit (1) resume, (2) a detailed cover letter, and (3) two references to Carly Ferro (Carly.Ferro@sierraclub.org) with the subject "Intern Application" no later than August 31st for consideration for the Fall 2018 Communications and Marketing Internship.