

# EarthShare North Carolina 2014 Summer Internship

**POSITION:** Marketing and Outreach Intern

**ORGANIZATION:** EarthShare North Carolina

**CONTACT:** Cindy Brown

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**LOCATION:** 331 West Main St, Suite 505, Durham NC 27701



## **ORGANIZATION BACKGROUND:**

ESNC is a coalition of 30 NC organizations working for public health, clean air, safe drinking water, sustainable sources of agriculture and energy, and preservation of our natural heritage. ESNC's mission is to strengthen the capacity of its Members. We do this by partnering with employers to connect more people with the work of our Members, primarily through employee giving and engagement programs. We also create direct connections between the general public and our Members through NC E-News and the annual Campout!Carolina event. Through affiliation with EarthShare National, we also represent 40 national nonprofits. Over 21 years, employees in NC have pledged over \$8 million to programs to preserve our environment and protect our public health and quality of life.

## **MARKETING AND OUTREACH INTERNSHIP OVERVIEW**

ESNC's success in bringing new people and funding to the environmental movement requires resonant and persuasive messaging, and development of multimedia outreach materials.

ESNC is also implementing a new project to engage Millennials in the work of ESNC member nonprofits. We will develop an e-survey tool that helps employees identify their personal connection to conservation and interest in different forms of engagement.

## **SPECIFIC ROLES AND DUTIES:**

- 1) Social Media Content: The intern will identify current social media trends and propose communications options that are responsive to those trends. The intern will assist with the creation of social media content using the messaging and target audience guidance provided by staff.
- 2) Visual Content: ESNC is comprised of 70 nonprofit organizations with compelling stories and images. The intern will research the member organization websites for strong messages and images to incorporate into ESNC communications.
- 3) E-Survey: ESNC will develop an e-survey tool in the spring that helps employees identify their personal connection to conservation and their interest in different forms of engagement. The intern will assist with development of this tool.
- 4) E-Newsletter: ESNC has a bi-monthly e-newsletter that compiles the latest accomplishments and activities of our Member organizations. The intern will review the content and propose updates to the format and content..

## **SKILLS AND QUALIFICATIONS**

- Strong communication & strategic writing skills

- Strong social media content development skills
- Experience working with Microsoft Word, Adobe Illustrator, and/or Photoshop
- Attention to detail
- Interest in environmental sustainability a plus

#### **EXPECTATIONS AND OPPORTUNITIES**

- Intern will receive supervision and guidance from staff and exposure to ESNC board and nonprofit organizations, promoting the intern's professional and personal growth.
- Intern will be expected to provide his/her perspective and insights. These insights will be reflected in the materials and content developed, providing the intern with examples that can be provided for future job interviews.
- The intern will also spend a significant amount of time reviewing the websites and communication of ESNC Member nonprofits, and will likely have opportunity to communicate with some Members.

#### **DURATION AND HOURS:**

Internship duration is May-August with specific dates flexible depending on the intern's needs. Work hours are flexible depending on other work and academic responsibilities, but a commitment of at least 10 hours per week is expected.

#### **TO APPLY:**

Applications are accepted on a rolling basis. Email resume and statement of interest to Cindy Brown, [cindy@earthsharenc.org](mailto:cindy@earthsharenc.org)