



Job Description

Sustainability Social Media Marketing Intern 2022

Time Commitment
4 to 6 months
10-20 hours as needed

Location
Remote or on Location

Position Objectives:

Assist the staff members through facilitation of marketing and communications to build and support earthday365's presence within the St. Louis regional community, and increase public understanding of the organization's programs and events beyond the Earth Day Festival.

Position Description

Sustainability Social Media Marketing Intern (SSMMI) is responsible for assisting in the enhancement of earthday365's brand presence in the community through marketing and promotion. This role's primary focus will be to aid in the development of all communication and marketing materials that support earthday365 programs, events, and fundraising efforts. This is a part-time, unpaid internship.

Specific duties relating to the **marketing** aspects of the position include:

- Develop and support the implementation of targeted marketing strategies for programs and events: Recycling On the Go, Green Dining Alliance, St. Louis Earth Day Festival, Green Curbside Hop, and virtual events
- Assist in maintaining social media: Facebook, Twitter, Instagram, and LinkedIn
 - Track and report website and social media analytics as needed
- Upon approval, explore the creation and implementation of marketing plans and campaigns to expand the overall impact of earthday365
- Build and develop relationships with local media partners
- Compose and allocate marketing graphics

Specific duties relating to the **communication** aspects of the position include:

- Maintain professionalism when representing earthday365 through community outreach and during communication with staff, partners, and other keys stakeholders
- Compose, edit, and manage various production of communication content as needed; such as plans, blogs, press releases, social media messaging, etc.
- Edit and proof-read materials before finalization
- Coordinate brief evaluative reports on the success of communication activities upon request

Supervision & Collaboration:

The SSMMI will report to the Marketing and Communications Manager and will work closely with program staff to support earthday365 events and programs.

Application candidate attributes and skills should include:

Required:

- Experience working with Google Drive, Docs, Sheets, and Slides
- Ability to design simple graphics with Canva or other tools
- Familiarity with the social media platforms: Facebook, Instagram, Twitter, and LinkedIn
- Strong writing, editing, and proofreading skills
- Fast learner who is willing to learn online marketing and communication tools such as WordPress and Salsa Engage
- Comfortability with exploring and tracking social media analytics
- Creative and strategic mind to assist in the development of project-specific plans or campaigns
- Reliable and detail-oriented, with the ability to handle multiple tasks and work independently
- Strong interest in sustainability and environmentalism
- Availability to work some during the weekdays between 9am to 5pm

Desirable:

- Passion for sustainability
- Graphic design experience
- Familiarity with online marketing and communication tools for editing websites and creating email campaigns
- Ability to understand and report on google analytics and social media analytics

Send cover letter and resume to info@earthday-365.org