

Job Description - Digital Outreach Intern

Link to apply:

<https://phf.tbe.taleo.net/phf01/ats/careers/v2/jobSearch?org=SIERRACLUB&cws=39>

Job Title: Digital Outreach Intern

Department: New Jersey Chapter

Location: Trenton, NJ

Report to: Chapter Director

Duration: 12 hrs/week for 6 months

Context: At the Sierra Club, we believe in the power of togetherness. 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 inequity, we will continue to fight for a bold, transformational agenda that recognizes the interconnectedness between our planet, our humanity, and our democracy. 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 either to advance our collective humanity or to oppress it.

Sierra Club is comprised of staff across the country and a network of volunteer leaders and local chapters that support our grassroots engagement.

Scope: The digital outreach intern will support the chapter's work in developing awareness of our campaigns and programs among younger activists and those living in environmental justice areas. The intern will support the work of staff and volunteers, as part of a team including the communications and outreach coordinator and the conservation program manager (both staff members). Volunteer leaders of the chapter's Environmental and Social Justice Committee, and the Youth Committee will also work regularly with the team. During the internship period, the intern will also develop their own skills in digital communication and in creating effective campaigns.

Job Activities include but are not limited to:

1. Execute digital outreach activities, including multiple social media channels, with a focus on increasing engagement among both youth and environmental justice communities
2. Measure campaign results and engagement, using available metrics, in order to help the team plan more effective campaigns
3. Help plan and design digital outreach campaigns with the team
4. Other duties as assigned

The successful candidate must have the following skills and experience:

- Desire and capacity, not just to use, but to understand and differentiate between various social media channels, to work with the strengths and weaknesses of each for a particular campaign or strategy.
- Analytical skills sufficient to follow and understand campaign metrics among various social media platforms (Tiktok, Instagram, Twitter, Facebook), in order both to post in the most effective way, and to analyze results to improve follow-up campaigns.

- Equity Analysis and Practice. You are aware of your group identities and how they have shaped your life and experiences at work. You have an analysis of how racism and other forms of oppression in society impact relationships, systems and culture. You bring experience and skills for working effectively with colleagues across group identities and position/role.

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

- Ability to work both independently and as part of a team
- The ability to think creatively and “outside the box,” to devise engaging campaign ideas
- Good written and oral communications skills
- Basic design experience

Compensation

The salary for this position is \$20/hour.

This is a category 99 non-exempt, non-represented, temporary position.

Sierra Club is a 501(c)(4) non-profit organization. Sierra Club employees are not eligible to participate in the Federal Public Service Loan Forgiveness (PSLF) Program.

Sierra Club values the expertise and talents of foreign nationals. Sierra Club sponsors both nonimmigrant and immigrant visas when certain criteria are met, based on immigration laws and organizational needs. Such sponsorship is at the discretion of the Department Head and Sierra Club Human Resources in consultation with the employee's manager. The Sierra Club cannot guarantee the approval of a visa petition. The Sierra Club is an equal opportunity employer committed to workforce diversity.

To Apply

This position does not have an undergraduate education requirement. **If you choose to include your education history, please remove your schools from your resume.** You may leave your degree (e.g., “B.A. Philosophy”), but please remove any undergraduate and graduate school names.

This anonymous process is aimed at opening this opportunity to more candidates, reviewing applicants on performance assessments and mitigating bias in the decision-making process.

Lastly, we are intentionally not asking for a cover letter, so please do not send one in with your application.

Explore, enjoy and protect the planet.