

# 2021 ECOLIFE Internship Description



## Title of Position

Marketing & Communications Intern

## Manager

Linn Splane | *Communications Manager*  
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## Position Overview

You will work under the direction and mentorship of the Communications Manager to help strengthen our social media presence and assist with organizational outreach efforts. Projects are tailored to your own interests and may include: writing blog posts, designing graphics, content creation for email campaigns, market research, and strategy analysis.

*Duties include, but are not limited to:*

- Create posts around a strategically planned post calendar
- Generate compelling content to highlight our mission and draw in new followers
- Aid in development and implementation of social media strategy
- Ensure social media presence is cohesive, uniform, and coherent
- Follow current news stories and conduct research on relevant topics
- Monitor social media performance through applied analytics
- Generate monthly social media performance reports

## For You

- Work on tangible projects that will enhance your resume and portfolio
- Tailor projects to your personal areas of interest
- Opportunity to test creative ideas and receive feedback
- 1 on 1 workshops for skills you are interested in exploring
- Opportunity to make connections in the nonprofit sector
- Letter of recommendation and professional reference
- Make a difference!

## Skill Set Requirements

- Strong interest in social media, marketing, branding, and strategy
- Must use Facebook and Instagram; Twitter, YouTube, Pinterest, etc. are a plus
- Excellent written & verbal communication skills
- Artistic eye and a passion for storytelling
- Familiar with basics of photo editing
- Knowledgeable about industry trends
- Strong administrative and computer skills
- Familiarity with Adobe Suite (Photoshop, Lightroom, Illustrator) is a plus
- Ability to work independently without direct supervision
- Positive attitude and good teamwork!

## Start and end dates of internship

Flexible

## Expected hours per week

15 - 20 hours