



## Social Media + Communications Internship

As the Social Media + Communications Intern, you will help to ensure that the public face of WEA is just as engaging as the work itself. Arguably the most dynamic position at WEA, you'll maintain and build upon our brand identity with integrity, inviting people to be a part of our community and spark an impact with us.

### Who We Are:

WEA equips women with the skills and tools they need to protect our earth and strengthen communities from the inside out. We work with local leaders who build up other leaders. Our partners are saving indigenous seeds, planting native trees, selling solar cookers, launching sustainable farms, providing safe water, building composting toilets, protecting land rights, and preserving traditional knowledge in some of the most threatened places on earth.

### The Internship:

- ❖ You'll learn the ins and outs of WEA's Communication Strategy to ensure the seamless continuation of WEA's "voice" throughout all our social media and communications. You'll support the finalization of this Communication Strategy, as well as WEA's Style Guide.
- ❖ You'll research and develop daily content for all of our social media channels, including but not limited to Facebook, Twitter, and Instagram. You'll create engaging and cutting edge digital media content with an aim towards promoting awareness of issues and our grassroots partnerships, increasing WEA's followers and supporters, and establishing WEA as a thought-leader and information hub on the intersection of women's and environmental issues.
- ❖ You'll monitor relevant blogs, magazines, news and other media outlets for opportunities to engage with them. You will continue to build positive, respectful, reciprocal relationships with organizations, businesses and leaders through social media comments, reposts, retweets, shares and likes.

- ❖ You'll help WEA to better understand our social media reach and impact by using analytics and distilling that information for the team during team meetings. Where opportunities for improvement present itself, you'll propose changes, solutions, and areas for growth.
- ❖ You'll support the WEA team to develop annual campaigns that integrate and optimize our social media channels. You'll also help the Programs and Operations Manager to maintain and streamline WEA's web presence by: updating content on the WEA website, as needed; reorganizing and improving access to WEA's photos; centralizing WEA's video hosting on either YouTube or Vimeo.
- ❖ You'll attend WEA events to support the team with live posting and tweeting, and to help build the WEA community through your enthusiasm for the work our partners are engaged in. Because our partners are amazing.

## **Who You Are:**

### **Your attention to detail is out of this world.**

You're a stickler for details, and you're not sorry about it. You have a meticulous and thorough nature when it comes to your work, and you're not afraid to double-check things to ensure our accuracy and integrity.

### **You're super comfortable with social media and all the other usual programs.**

You have a firm grasp of the digital media landscape, particularly how to best utilize social media channels (Facebook, Twitter, Instagram, blogs, LinkedIn) for nonprofits. You also have a strong familiarity with Excel, Word, using Google Docs and Spreadsheets, Gmail, and you're an internet research pro.

### **You have an eye for creating engaging visuals.**

You're familiar with the Adobe Creative Suite (Photoshop, Illustrator, InDesign) or suitable alternatives, and love creating memes, short videos, awesome graphics and sharing them on social media. When you're unfamiliar with a program, your first inclination is to learn it. When the usual software is unavailable, your first inclination is to find an alternative that suits your/our needs.

### **Digital marketing is your jam.**

The thought of helping WEA optimize and increase our reach delights you to no end, and you have some great ideas on how to do just that. You stay on-trend and up-to-date with what the latest in digital and social media marketing is, and are always excited to figure out how to keep brands and outreach fresh and engaging.

### **You have impeccable written and verbal communication skills.**

You're a skilled writer and enjoy developing engaging messaging. Your grammar is top-

notch, and you can clearly and respectfully articulate your questions, needs and thoughts. You have a deep willingness to grow your cultural competency skills to ensure positive interactions with our diverse community.

**You're independent and love to take initiative.**

You love working as part of a team, but you're also just as equally comfortable (and happy) taking a project and owning it. You're extremely capable and self-motivated, but you're self-aware enough to ask those important clarifying questions and receive constructive feedback. You understand that every task is a learning opportunity, and you learn best by trying.

**You have a fierce commitment to supporting the women who support the earth.**

You and WEA? You're soul sisters + brothers. Your visions align and your missions uplift one another. You may not have an extensive background (yet) on the issues grassroots and Indigenous women environmental leaders face, but this is your passion work, your calling. You're ready to roll up your sleeves and jump right in.

**You love social media. Like, *really*.**

You have a background in digital and social media communications. While it's not necessary to have or be working toward a degree in Digital Marketing, Web/Graphic Design, or Communications (though that's a plus!), you have substantial experience in this field, either through previous work or internships, or through classes taken or personal blogging/brand-building.

**Commitment:**

This internship is available immediately and lasts a minimum of 6 months – though we love it when awesome people want to stay and be awesome for longer, so let us know if you're available for a longer opportunity.

The Social Media + Communications Intern must be available at least 16 hours a week. While your daily schedule is flexible, and some remote work is possible, you will ideally be available to join us in our Berkeley, CA office at least once a week, between Tues-Thurs.

**Compensation:**

This is an unpaid internship, but is a unique opportunity to be part of and grow with a small women-led organization with a large, global impact. We are happy to work with interns hoping to receive academic credit for their time with us, though you do not have to be a student to apply.

**To Apply:**

To apply, please submit your resume, and a cover letter detailing your relevant skills, passion and interest to [info@womensearthalliance.org](mailto:info@womensearthalliance.org). Be sure to include the name of the internship you are applying for, as well as your availability.

WEA welcomes interns from diverse gender, sexual orientation, educational, socio-economic, racial and cultural backgrounds.