



Website + Digital Content Internship

As the Website + Digital Content Intern, you will help to transition the WEA website to an upgraded platform, manage updates to existing page content, and create new pages as needed. With your content creation skills, you'll craft inspiring and engaging digital assets for use on the website and by our Communications team, maintaining and building upon our brand identity with integrity, and 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 create and execute a streamlined system for rebuilding existing Wordpress pages on the WEA website in our upgraded page builder program, Beaver Builder. You'll manage ongoing content updates – such as project page updates and blog writing -- about our work and partnerships, and create new pages as needed, proposing creative and dynamic page layouts that incorporate nonprofit digital marketing best practices and WEA's outreach goals.
- ❖ You'll work with our Communications team to optimize web pages for SEO, and will help WEA to better understand our reach and impact by distilling our analytics and sharing it with the team. Where opportunities for improvement present itself, you'll propose changes, solutions, and areas for growth.
- ❖ You'll be our go-to resource if/when things go awry and website issues surface. In those cases, you'll work closely with our Communications team to find solutions,

either directly or by reaching out to website developers or other tech support services.

- ❖ You'll craft new digital assets – such as graphics, icons, etc. – for use on the website and by our Communications team. Depending on your skills, there may be further opportunity to support with graphic design, photo and video editing.
- ❖ You'll learn the ins and outs of WEA's Communication Strategy to ensure the seamless continuation of WEA's "voice" throughout our website, with an aim towards promoting awareness of issues and our grassroots partnerships, increasing website traffic, and establishing WEA as a thought-leader and information hub on the intersection of women's and environmental issues.

Who You Are:

You're *really* into website development.

You have a fundamental knowledge of the web and how it works, as well as a growing knowledge of HTML and CSS. You have a strong familiarity with Wordpress CMS, and may have even heard of the Beaver Builder plugin. You're probably the go-to person in your circle when tech issues arise, and you wouldn't have it any other way.

You've got digital content creation chops.

You have some experience creating engaging digital content and are excited to grow those skills to support women and the environment. Maybe you've created a digital magazine/annual report, or some hand drawn icons, or maybe you have some video editing experience.

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 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 impeccable written and verbal communication skills.

You're a skilled writer and enjoy developing engaging messaging. Your grammar and proofreading ability 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.

Engagement is your jam.

The thought of helping WEA strategize, streamline, and increase our website traffic delights you to no end. You have knowledge of content marketing and SEO strategy, as well as Google Analytics, and are ready to put that knowledge to work.

You're super comfortable with all the usual programs.

You have a strong familiarity with Excel, Word, using Google Docs and Spreadsheets, Gmail, and you're an internet research pro. 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.

You're a multi-tasking, deadline-driven aficionado.

You thrive in an environment where one week could bring about new projects every day, and the next week could see you dedicated to one specific project 24/7. Shifting priorities is a piece of cake for you, and you're able to keep deadlines in mind when moving from one task to the next.

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 women environmental leaders face, but this is your passion work, your calling. You're ready to roll up your sleeves and jump right in.

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 Website + Digital Content Intern must be available at least 16 hours a week, in addition to the rare, after hours emergency call if any website issues arise. 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.

The Website + Digital Content Intern must have access to a laptop computer they can use over the course of this internship. Access to the Adobe Creative Suite is preferred, but not a hard requirement.

Compensation:

This is an unpaid internship, but is a unique opportunity to learn 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. 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.