

**POSITION TITLE:** Citizens' Climate Lobby **Marketing & Social Media Intern** (unpaid internship/volunteer opportunity)

**ABOUT CCL:** Citizens' Climate Lobby (CCL) is a non-profit, non-partisan, grassroots organization focused on national policies to address climate change. Our organization is volunteer based and organized by congressional districts. CCL staff train and support volunteers to build relationships with elected officials and the media to empower their own local communities, generate the political will for fair, effective climate solutions in line with science and political viability. CCL prides itself in its unique approach to educating elected officials on climate action, particularly bipartisan action. We aim to build upon shared values rather than partisan divides, and empowering our supporters to work in keeping with the concerns of their local communities. This is how we work towards the adoption of fair, effective, and sustainable climate change solutions. For more information about Citizens' Climate Lobby, visit our website at [www.citizensclimatelobby.org](http://www.citizensclimatelobby.org).

We strongly suggest you register to join our Live Informational Session and Q & A before applying. The session will introduce our organization, what we do, and why your contribution matters! Keep in mind the session is not geared towards interns, but will give potential interns a better idea of what their duties and goals would be. The Informational Session is scheduled for every Wednesday night at 5:00 PM Pacific, 8:00 PM Eastern. To register go to: <https://citizensclimatelobby.org/join-weekly-intro-call/>

CCL is committed to creating a diverse environment and is proud to be an equal opportunity organization. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity, sexual orientation, national origin, disability, age, or veteran status.

## **BENEFITS**

- This is an unpaid internship with no employee benefits. Interns receive:
- Free registration, transportation, lodging, and food to the Citizens' Climate International Conference at the Omni Shoreham Hotel in Washington DC.
- Priority consideration for CCL's fellowships and scholarships.
- Academic credit can be considered in consultation with the intern's academic advisor.

These intern positions are unpaid. Interns at staff locations are supervised and trained by CCL/CCE staff. We do not provide Workers Compensation Insurance for interns or volunteers. Internship may have both remote/virtual responsibilities as well as outreach activities at various locations. We do not suggest relocating for this unpaid internship and we do not provide any housing or relocation assistance.

**POSITION REPORTS TO:** CCL's Marketing Manager, [Ashley Hunt-Martorano](#)

**LOCATION:** East Patchogue, NY (will consider off-site applicants with strong internet connection and work ethic)

**PAYMENT:** unpaid

**SCHEDULE/TIME COMMITMENT:** Interns will complete 10 hours per week for one term (spring, summer, or fall). During COVID-19, all work will be completed remotely and the intern will meet with the Marketing team via Zoom.

**RESPONSIBILITIES:**

- **Social Media Marketing - 60%**
  - Assist in acquisition and lead nurturing process through social media channels
  - Research possible social media influencers and develop a strategy to reach out (Instagram, possibly TikTok)
  - Compose posts for Facebook (10-15 posts/week), Instagram (5-8 posts/week), and LinkedIn (1-2 posts/week) according to CCL's social media strategy.
  - Help identify and prepare future content opportunities, including creating graphics using Canva
  - Review CCL's social media post analytics and recommend improvements so as to maximize reach, shares, & positive comments.
  - Daily social media community management - respond to questions and comments as they come up
  - Participate in CCL's social media planning calls (45 minutes, Thursdays 3pm ET/12pm PT)
  - Research & strategic planning for new platform opportunities (LinkedIn, TikTok, etc)
  - Help manage the Social Media Action Team Facebook Group (and on CCL Community), which is a group of 600+ volunteers who are willing to amplify our social media priorities
  - Offer assistance and training on using social media for our volunteers
- **Video content creation - 30%**
  - Monthly brainstorm of potential video projects we can create based on volunteer successes, who's talking about carbon pricing in the media, and special messages we want to share with volunteers or donors.
  - Package up video content and instructions for our video editor.
  - In some cases, short clipping and cataloging video will be required, including closed captioning, editing, adding music, etc, therefore some experience with video editing software is preferred.
  - Work with volunteers to disseminate videos widely, including corresponding with Endorsers to share their video endorsements on social media
- **Other tasks as assigned - 10%**
  - Learn and practice CCL's advocacy platform, approach, and methodologies, including but not limited to how to hold meetings with elected officials, write LTEs
  - Attend meetings, outreach events, and presentations as directed (currently virtual, and in person when they resume after COVID)
- **Optional:** Attend and staff a CCL national conference in Washington, D.C. (when they resume after COVID-19). Spring interns will participate in the June conference, fall interns will participate in the November conference.

**REQUIREMENTS:**



- Proficiency in Google Docs/Drive/Sheets/Slides, Canva, Facebook, Instagram, LinkedIn are required.
- Familiarity with Adobe products and video editing software a plus.
- Interest in environmental advocacy, government or politics
- Demonstrated writing, proofreading, and web-based researching skills, with a sharp attention to detail
- Video editing ability
- Demonstrated background in creative design projects
- Ability to work collaboratively and meet deadlines
- Provide exceptional customer service including demonstrating confidence on the phone and an upbeat conversational style, engaging in active-listening
- Applicants must be 18 years of age or older and a U.S. citizen

**TO APPLY:**

Please apply by filling out this [Google Form](#). Deadline for Spring 2022 is November 30 and for Summer 2022 is March 31.