Social Media Content Producer and Coordinator Intern for Sustainability Institute

Supervisor: Andrea Murrell
1 social media content producer and coordinator – May 2020 - May 2021

Penn State's Sustainability Institute (SI) is looking to hire a Penn State student interns who will assist with the Institute’s social media communications. The intern will be assisting with the challenge of conveying the breadth of sustainability—both environmental, economic, and social justice sustainability—to a diverse array of audiences at all 23 campuses in the Penn State system, including students, faculty and staff, alumni, and the general public. Specific duties may include, but are not limited to:

• Creating content for and managing social media campaigns to promote Penn State’s leadership in sustainability and awareness of sustainability events for students
  o Designing infographics and images that convey the mission and vision of the Sustainability Institute and comply with PSU brand guidelines
  o Producing short videos that share the stories of students, staff and employees of Penn State who are living and working sustainably
• Researching successful social media strategies pursued by peer institutions
• Strategically scheduling posts via Hootsuite and tracking metrics for social platforms including Twitter, Facebook, Instagram and LinkedIn
• Sharing and promoting events on social media and occasionally posting live event updates

General duties may include, but are not limited to: social media management; pitching and researching stories about sustainability at Penn State; covering SI events via social media and video; and updating content for the SI website, among others as assigned. Preference will be given to candidates with demonstrated proficiency in social media marketing, graphic design, and writing and journalism

Successful candidate will be:

• Team player, with a GPA above 3.0 and superb written, interpersonal and oral communication and relational skills.
• Quick learner, who are able to manage and organize multiple sources of information, to meet deadlines, and to enjoy a variably-paced work environment.
• Detail oriented and independent, willing to self-edit stories and adhere to exacting AP style standards.
• Proactive and able to work independently, ready to take initiative and seek out ideas for stories and communications avenues SI has not yet considered.
• Interested in sustainability and in promoting sustainability research, awareness, and actions for the Penn State community and an audience across the Commonwealth of Penn State.
Internships are for up to 40 hours weekly during the summer and up to 15 hours weekly during the academic year. Our offices are in the Land and Water Research Building near the outdoor track, although much of the work can and will be done away from the office. Applicants can apply for one or both positions:

- **1 social content producer/coordinator – May 2020 to May 2021** who will focus on developing and managing our social media campaigns and occasionally update our website and newsletter.

Please submit a cover letter, résumé, two samples of social media work, writing and/or graphic design, and the names and contact information for two references. Questions should be directed to Andrea Murrell at ajs397@psu.edu or Diana Malcom at dbw102@psu.edu.