**SPRING 2023 INTERNSHIP DESCRIPTION:**

**Marketing and Communications Intern**

(Handshake Job #7311214)

**Position Type:** Internship for Undergraduate Student

Fellowship for Graduate Student

Full and part-time available

Hybrid (both remote and in-person at Alexandria, VA office)

**Position Compensation:** Stipend available to cover out-of-pocket costs

Course credit available

**Position Time** 16-24 hours per week

**Commitment:** January 23 to May 19 – Start and end dates are flexible.

**Position Title:**  Marketing and Communications Intern

**Candidate** University enrollment in any of the following majors/programs:

**REQUIREMENTS:** Marketing, Communications, Media Design, Art/Graphic Design, Digital Media, etc.

**Applications that do not fulfill these requirements will be returned without review.**

**Position Description:**

The mission of ISD is to catalyze resilience so that communities can thrive long-term and build their capacity to withstand future crises. This internship is designed to provide successful candidates with background and hands-on experience working on systems-based sustainable development issues.

The Institute for Sustainable Development (ISD) is seeking a thoughtful and motivated **Marketing and Communications Intern** for our highly competitive and educational internship. This position will be responsible for managing ISD’s social media and website, maintaining content and editorial calendars, designing other ISD content that informs, educates, and engages our audience, and supporting other ISD marketing and event projects as they arise.

Successful candidates will also be enrolled in *Sustainable Development Theory and Practice*, a weekly seminar hosted by ISD CEO Stephen Jordan. This graduate-level seminar will engage students with issues and challenges affecting community and international development, disaster management, and other developmental challenges from a systems-based perspective.

**Recent projects have included:**

* Creating a “Shark Tank”-type showcase to feature Blue Economy innovations in shipping and port emissions management, desalination, coral reef protection, and storm mitigation
* Building up our Resilience Help Desk with resources for victims of Hurricanes Ian and Fiona
* Supporting women- and diverse-owned small business relief and recovery from COVID-19 in Los Angeles
* Developing a state-level model program to finance hazard mitigation and resilient

infrastructure

* Projecting the future market trends and opportunities for the Green Economy

**Responsibilities include but are not limited to:**

* Contribute to ISD social media platforms, including designing social media graphics and regularly posting, responding to comments and DMs, tracking analytics, and assisting with photo/video content shoots
* Support ISD’s editorial calendar and the timely design and publication of print and digital content such as blogs, infographics, flyers, photos, and videos for social media, website, and other traditional news outlets
* Contribute to ISD’s newsletters, blogs, and other information channels with timely and relevant content
* Support ISD’s website
* Contribute to ISD’s email and marketing lists/database
* Assist with the strategy, planning, marketing, and execution of virtual and in-person ISD events, workshops, training sessions, seminars, etc.
* Attend and report on external virtual and in-person events
* Monitor current events and news related to sustainable development, public and private initiatives for resilience and capacity-building, U.S. and global infrastructure, and more
* Support ISD staff by providing operational and administrative assistance as requested

Having a can-do, team orientation is essential. All ISD staff, interns, and fellows are expected to support convenings, develop and maintain ISD contacts and databases, support communications, and assist when disasters or other crises occur.

**Requirements:**

* Requirements include university enrollment in any of the following majors/programs: Marketing, Communications, Media Design, Art/Graphic Design, Digital Media, etc.
* Previous professional or academic experience in social media management, graphic design, and/or marketing and communications, specifically writing and communicating to a layman audience
* Familiarity with Microsoft Office, Google Workspace, website-building platform(s) (preferably Wix), graphic design software (preferably Canva), and social media (Instagram, Facebook, Twitter, LinkedIn, and YouTube)
* Willingness to learn other online platforms and programs critical for the success of the goals and responsibilities listed above

Successful candidates tend to be courteous, proactive, self-motivated, team-oriented, and capable multi-taskers, who are conscientious about details and willing to help on a range of issues and projects.

**Application instructions:**

Please attach your resume and cover letter (INCLUDE YOUR M-F AVAILABILITY IN YOUR COVER LETTER) to your Handshake application (Handshake Job #7311214).