



PCI Media Impact Communications and Social Media Intern

JOB DESCRIPTION

Position Title: Environmental Research and Social Media Intern

Projects: Find Green and One Minute for Earth

Status: Full/Part Time

Office: New York, NY (possibility to work from home in the Washington metropolitan area)

Project Background

PCI Media Impact seeks an undergraduate student, graduate student, or recent graduate interested in supporting our research, and social media efforts. Successful candidates will be creative and passionate, with strong research, writing and social media skills. We expect interns to join us for at least three months, and work three to four days a week.

About PCI Media Impact

PCI Media Impact has empowered communities worldwide to inspire positive social and environmental change through storytelling and creative communications. We are a leader in the Communications for Development sector, with a particular expertise in Entertainment-Education.

For over 30 years, we have advanced the wellbeing of vulnerable populations by improving knowledge, shifting attitudes, and changing behaviors with regard to critical global health, human rights, social justice and environmental issues. Our commitment to three interconnected themes – Health, Empowerment and Environment – leads us to address a wide variety of issues: family planning, reproductive health, sanitation, HIV/AIDS, Ebola, rape, trafficking, women’s empowerment, youth education, natural resource management, wildlife conservation, climate change and sustainable development.

PCI Media Impact is supporting two projects, Find Green and One Minute for Earth, which are closely inter-related. One Minute for Earth is a campaign which seeks to encourage individual action in support of environmental sustainability. This effort is primarily conducted through social media, supported through background research. The Find Green project seeks to help create a virtual world of sustainability, by creating an App that will support green minded people to connect with green-minded businesses. It will be a virtual market place that provides an easy and fun way to find and promote eco-friendly businesses, and like a “green Yelp” it will also provide a platform for customers to rate the contribution these businesses are making to environmental sustainability.

For more information, please visit <http://www.mediaimpact.org>.

If you have an interest in gaining experience in communications for change throughout the world, if you are comfortable working in a multi-cultural environment, if you have a knack for keeping organized, if you can easily respond to a wide variety of needs and opportunities, and if you have experience or interest in working with

everything from research, to app development, to social media strategy, then you might be a great fit for PCI Media Impact's *Research and Social Media Intern*.

Job Description

PCI Media Impact seeks a *Research and Social Media Intern* for a two to three month internship, to support our communications and marketing activities for both environmental research and external communications. The Research and Social Media Intern plays a critical role in helping the organization communicate our successes to a variety of audiences.

The selected candidate will work closely with our staff to develop both digital and print communications materials, support and drive our online outreach and social networking, and help keep our webpage fresh and dynamic. This is an excellent opportunity for an individual with solid writing and graphic design abilities to gain hands-on experience with an international communications NGO at the forefront of social change communications.

Specifically, you will be involved in each of the following areas and tasks:

- Undertake general environmental research on current sustainability issues to develop content for use in the outreach and communication strategies of One Minute for Earth and Find Green;
- Conduct on-line research and collect basic information on businesses which may wish to participate in Find Green;
- Investigate the main environmental sustainability criteria of the Find Green survey, and provide scientific background material to support these criteria;
- Help to support the social media strategies and online presence for Find Green and One Minute for Earth;
- Assist in preparing Find Green and One Minute for Earth print materials, such as social media and blog posts, newsletters, posters, flyers, as well as website content;
- Support communications and graphic design through researching for visual content;
- Interns with video editing skills may be assigned video production projects;
- Various related program and social media assignments.

We are looking for someone who can work three to four days a week in a volunteer post.

Qualifications

- Strong research, writing, and communications abilities; to tell stories in an accessible and compelling manner
- Social networking skills across a full suite of social media platforms
- Some website and/or graphic design experience
- Ability to work both with a team and independently
- Enjoys working with people from diverse backgrounds throughout the world

- Can manage multiple assignments with good organizational skills
- Experience in Wordpress, Illustrator, and other Adobe applications is preferred, but not required

How To Apply

Along with a resume, please send a cover letter that explains why you are interested in PCI Media Impact, what you consider important communications principles, and any experience you have with communications, marketing and social media. Please attach two writing samples, along with a description of any social media, design and film/video experience. Finally, tell us about the time frame when you would be available for an internship. We will conduct interviews on a rolling basis, as we receive applications.

Please send your application to jobs@mediainpact.org with "*Research and Social Media Intern*" in the subject line. We will confirm receipt of your submission.