



Ecology Action

Green Business Content Marketing Internship

<https://ecoact.org/program/california-green-business-program>

If you're passionate about sustainability and have an outgoing, friendly yet professional personality, Ecology Action's Green Business Recruitment Internship could be for you!

Position: Green Business Marketing Intern

Status: Part-time, unpaid for academic credit

Reports to: Green Business Program Specialist, Brooke Wright

Location: Santa Cruz, with some travel to neighboring counties

Schedule: 6-12 hours per week; must be available Tuesdays or Fridays; **two quarter commitment strongly preferred.**



Goal: Increase the exposure of sustainable business practices and of businesses certified in the Monterey Bay Area's Green Business Program through content marketing.

You will work closely with staff to develop a content marketing strategy and implement that strategy over the course of your internship, being held accountable to achieving set publication goals on time.

Responsibilities:

- Draft content according to production and publication calendars for social media, newsletter, newspaper and website.
- Research free and low-cost opportunities for exposure both in print and online media
- Schedule and post content, using best practices in tagging, SEO, and scheduling posts.
- Communicate consistently and professionally with your supervisor and team including in person, email and chat.
- Track progress and report on outcomes of your work in a spreadsheet and final PowerPoint slide presentation illustrating accomplishments as well as lessons learned and recommendations for future steps.

Requirements:

- Strong writing skills (writing samples required)
- Demonstrated competencies in social media, SEO knowledge, and/or marketing principles
- Strong time management and organizational skills
- Interest in sustainable products & business practices
- Must receive academic credit
- Video and photography skills and interest a plus

What to expect:

- The first 2 weeks you will be trained in the Monterey Bay Area Green Business program; our content management system and processes; Microsoft Teams; Excel; and the California Green Business Network's database. This is also when you will draft a plan for the quarter.
- The following weeks you will draft content according to the schedule, working with the team to determine keywords and tagging necessary.
- You will attend and participate in at least one offsite event to promote the program
- You will complete timesheets, reporting, and other administrative duties as needed on a weekly basis
- Regular email correspondence with your team and our program partners will be required.

Professional development benefits of the position:

- Learn to work and be comfortable in an office environment
- Receive training on project management platforms, spreadsheets, and online research
- Develop current best practices in sustainable business operations and implementation strategies
- Excellent performers will be invited to take on leadership responsibilities in their second quarter, and/or complete senior projects through this internship
- Meet key stakeholders in the region working on climate change
- Receive support and guidance on career exploration and professional development

Work Environment: This is a friendly, collaborative team work opportunity with regularly scheduled team meetings and outings. Ecology Action is a business casual office in downtown Santa Cruz with guest desks and conference rooms, kitchens, basic amenities and safe parking for bicycles available to interns. We discourage the use of personal vehicles

More About Us

Ecology Action is an award-winning non-profit organization that provides innovative solutions to climate and natural resource challenges of cities, governments, and utilities across California. We know that when individuals and businesses make simple changes in their

behavior, they drive large scale changes that benefit people and the planet. This translates into reduced carbon emissions, stronger businesses, healthier communities and a sustainable future for all. Together, we help people, businesses and communities act now.

Ecology Action is an Equal Opportunity Employer committed to diversity in its workforce. Candidates for this position must be currently a student. Ecology Action does not offer a company paid relocation program.

Compensation: This is an unpaid internship. Interns must receive academic course credit.

To apply for the internship or to volunteer, please fill out the online application:
<https://ecoact.org/volunteer#volunteer-form> and email Erin Devitt at **volunteer@ecoact.org**.