



Ecology Action

Green Business Digital Marketing Internship

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

If you're passionate about sustainability and have a knack for online marketing and social media, Ecology Action's Green Business Digital Marketing Internship could be for you!

Position: Green Business Digital Marketing Intern

Status: Part-time, unpaid for academic credit

Reports to: Green Business Program Specialist, Brooke Wright

Location: Downtown Santa Cruz, with some travel to neighboring counties

Schedule: 12 (or more) hours per week first quarter; must be available all day Tuesday or Friday plus occasional weekends; **two quarter commitment strongly preferred.**



Goal: Increase the exposure of businesses certified in the California Green Business Program.

Strategy: You will work closely with staff to implement our digital marketing strategy over the course of your internship, being held accountable to achieving increasing engagement rates over time.

Responsibilities:

- Research and support team with tagging, SEO, and creating strategies for increasing exposure both in print and online media
- Assist in the copywriting, design and distribution of e-newsletters, print advertising, short form videos and other outreach and marketing collateral
- Provide support to our team at live events
- Maintaining an up to date marketing calendar and handling all related administrative tasks
- Preparing monthly and post-campaign reports for program partners and help with data analysis, utilizing Google Ads and Google Analytics
- 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:

- Interest in sustainable products & business practices
- Positive attitude, detail-oriented with incredible organizational skills
- Working knowledge of Facebook, LinkedIn, and YouTube
- Familiarity and strong interest in Google Analytics and Facebook Insights
- Knowledge of online marketing and good understanding of major marketing channels
- Must receive academic credit
- *Basic knowledge of Adobe products e.g. Photoshop, InDesign and any video editing software a plus!*

Day to day. You will receive training in the office with your supervisor and other interns focused on the Green Business Program over the first 2 weeks while planning out the quarter's projects and tasks. Each week we will review the goals from the prior week and set goals for the next week which you will be held accountable to. Your time will be divided between Facebook, website, newsletter, and new channels with a few hours each month preserved for events, team outings, and meetings. Every week you will also update your timesheets and reconcile our database with your project sheet. You will be expected to respond to emails within 48 hours for the duration of the internship, preferably 24 hours.

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 knowledge of current best practices in sustainable business operations
- Excellent performers will be invited to take on leadership responsibilities in their second quarter, and/or complete senior projects through this internship
- Receive support and guidance on career exploration and professional development

Work Environment: This is a friendly, collaborative 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**.