Ecology Action

**Green Business Photojournalism and**

**Videography Internship**

[**https://ecoact.org/program/california-green-business-program**](https://ecoact.org/program/california-green-business-program)

If you’re passionate about sustainability and visual storytelling, Ecology Action’s Green Business Photojournalism and Videographer Internship could be for you!

# Position: Green Business Photojournalism and Videography 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:** 12 hours per week; must be available Tuesdays or Fridays



**Goal:** Create short-form videos to tell the story on social media of sustainable business practices and of businesses certified in the Monterey Bay Area’s Green Business Program.

You will work closely with staff to develop a content production calendar and produce ~10 short form videos over the course of your internship, being held accountable to achieving set publication goals on time.

**Responsibilities**:

* Collect and produce visual 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 owners of certified businesses, 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:**

* Must have access to bicycle (to visit businesses throughout county) or car
* Strong communication skills; photojournalism class or professional experience preferred
* Strong photography skills and access to an SLR camera that also shoots video
* Access to and expertise with photo and video editing software
* Access to audio equipment
* Strong time management and organizational skills
* Interest in sustainable products & business practices
* Must receive academic credit

**What to expect:**

* The first 2 weeks you will work in the office to be trained in the Monterey Bay Area Green Business program; our content production process; Microsoft Teams; Excel; and the California Green Business Network’s database.
* The following weeks you will collect content from businesses and develop storylines for videos; this will require traveling throughout the tri-county area
* You will attend and capture content for at least one offsite event
* You will complete timesheets, reporting, and other administrative duties as needed on a weekly basis
* Regular email correspondence with your team and certified businesses will be required.

**Professional development benefits of the position:**

* Develop a portfolio of photography, videography, and other visual content
* 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 complete senior projects through this internship
* Meet business owners throughout the region passionate about the environment
* Receive support and guidance on career exploration and professional development

**Work Environment**: 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.

**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.**