



California Society of Environmental Analysts

September 2021

INTERN POSITION

For questions please contact Carolyn Ruttam at (707) 295-0333
Please send all submission to info@calanalysts.org

California Society of Environmental Analysts, CSEA, is seeking to fill its marketing/social media intern position to assist our growing society. Seeking out inspired new talent to support our mission:

Advancing the analyst community for the benefit of public health and the environment.

Interns work as volunteers for up to 20 hours a week while interacting with a large group of professionals wishing to communicate with others in their field. Environmental analysts are unsung heroes in the public health and environmental health worlds and had no society to elevate their work into the public/community space until CSEA was formed in 2019. The internship is intended for people planning careers in environmental science and wanting to connect to role models and organizations in the environmental analyst profession, or who are interested in learning more about communications and marketing in a nonprofit setting.

As the Marketing and Social Media Intern, you will work with our exceptional Board of Directors and webmaster to develop and implement social media strategies, posts and campaigns that will increase awareness, create engagement with the analytical community, and improve membership. You will be part of a team that works together to build and execute modern communications and marketing campaigns. This is a great opportunity to work in a cross-functional team that is hands-on and extremely motivated. Sample responsibilities:

- Supporting our social media efforts, including LinkedIn, Facebook, Twitter, Instagram and other channels.
- Creating and updating marketing material such as marketing copy, PowerPoint decks, print materials, and online content for our website, calanalysts.org.
- Focus on SEO link building.
- Recommending social media posts, including researching trends and content creation.
- Help to maintain the content calendar to reflect marketing initiatives.
- Tracking analytics and reporting to the CSEA Board.

Experiences and Qualifications of ideal candidate include:

- Strong writing and editing skills with attention to detail.
- Experience using website builders, analytical tools and SEO practices.
- Thorough understanding of social media platforms, their user demographics and best uses, including Facebook, LinkedIn, Twitter, YouTube, Google Workspace, and blogs.
- Google Analytics experience is an asset.
- Experience with Adobe Illustrator and graphic design a plus.
- Self-motivation and the ability to work both independently and collaboratively.
- Creativity and a willingness to experiment.
- Interest in consulting, marketing, and/or media involving social networking.