

Communications Internship

Fall 2024

Sustainable Carolina seeks a creative, innovative communicator to support our social media efforts, specifically on Instagram. This is a paid (\$2500 stipend with half paid at start of the semester and half paid half-way through the semester), semester long position, reporting to the communications specialist at Sustainable Carolina. There is the possibility of extending the internship through spring 2025.

Sustainable Carolina is housed within the [UNC Institute for the Environment](#) and is the hub for campus sustainability. The University's [Climate Action Plan](#), [Water Plan](#) and [Annual Sustainability Report](#) are three major pillars of our communications strategy. It's our priority to connect with students, faculty and staff to share the content within these documents.

We also aim to share Carolina's sustainability stories, emphasizing work being carried out across campus units. These stories may involve student organizations, courses with a sustainability component, events happening on campus and more.

Responsibilities

- Learn about and apply Sustainable Carolina's branding strategy.
- Analyze social media efforts and offer ideas for improvement.
- Attend biweekly communications strategy meeting and brainstorming session with communications team.
- Work with Sustainable Carolina's content calendar to create and share original content (static posts, reels, carosels, stories) on a regular basis (3x/week).
- Attend sustainability events (when it fits the students' schedule) to aid in content creation.
- Create 3 long form (videos, blog posts) pieces during the semester and create social posts around this content.
- Track engagement with content and compile in a monthly report.

Qualifications

- Experience or understanding of how to use Instagram to connect with audiences.
- Experience using Adobe products like Adobe Express, InDesign, Illustrator, Photoshop is a plus.
- Ability to frame messages to create engaging, educational and entertaining social media content.
- Excellent oral communication, writing, and research skills.
- Excitement to connect with people on campus to share their sustainability stories.

- Organizational skills required to manage a content calendar and keep other communications team members in the loop.