



Title: Social Media Internship	Approval Date:
Department: Administrative	Executive Director Approval:

**Our Mission:** To promote installation of solar PV and solar thermal on public facilities, homes, and private properties and to promote energy efficiency countywide through a public/private partnership.

**Gain valuable experience by working directly with a community based non-profit.**

**Solar Sonoma County is a collaboration of local government, business, individuals and other local groups. Join us as we strive to create jobs, cut energy costs and reduce greenhouse gas emissions!**

The most important part of this job is that the candidate must have demonstrated and extensive social media experience. This means that the person is actively participating in a wide variety of social media activities such as blogging, community development and management, social bookmarking, commenting, etc. and is well-connected with the broader social media world.

#### Functions

- Assist in creating a comprehensive social media strategy to define programs that use social media marketing techniques to increase visibility, membership and traffic across all SSC brands and Implement and manage social media programs.
- Experiment with new and alternative ways to leverage social media activities.
- Monitor trends in social media tools, trends and applications and appropriately apply that knowledge to increasing the use of social media at SSC.
- Strategize with and educate the management team and others across the company on incorporating relevant social media techniques into the corporate culture and into all of the company's products and services.
- Measure the impact of social media on the overall marketing efforts.
- Create and assemble press kits
- Expand media list, especially for environmental organizations and online event listings
- Manage email list serves such as the Green Network.
- Gather and disperse information about professional sustainability job, internship, graduate study opportunities to students via email and other publicity.

- Support and coordinate other environmental organizations with reciprocal website marketing.

**You and Your Skills:** Ability to make sound decisions while working as a team member or independently. Comfortable working in a fast paced environment. Organized! Curious about how a small NGO operates. Willing to get involved. You naturally excel when working hard. You are driven to do your best and to contribute to the world. You are comfortable asking for help when you need it, but don't ask unless it is really necessary.

**Benefits:** Although this is a unpaid internship it is a fantastic opportunity to work on projects that are critical to our success. An unusual internship in that we will work to find projects that are both challenging and focused in your area of interest. If you are hungry to learn, we will endeavour to find you a project that surpasses your current experience and takes you to a new level.

**Hourly commitment:** Prefer a mimium of 1 day a week, in our cozy office. We are situated in the middle of other like-minded environmentally focused nonprofits - lots of opportunity to learn about the Sonoma scene!

| [Send resume to: Keri Wray, Volunteer Coordinator, keri@solarsonomacounty.org](mailto:keri@solarsonomacounty.org)

NOTE: This description is not intended to be all-inclusive. Intern may perform other related duties as negotiated to meet the ongoing needs of the organization.
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