



CENTER FOR  
CREATIVE  
LAND  
RECYCLING

## **Communications and Development Internship: Environmental Non-Profit**

The Center for Creative Land Recycling (CCLR)  
February 2016

### **General Description**

The Center for Creative Land Recycling has an exciting internship opportunity for an undergraduate or graduate student proficient in social media/communication and committed to sustainability and non-profit development.

CCLR is at the forefront of sustainable and equitable brownfield redevelopment. As EPA's Technical Assistance to Brownfields (TAB) provider, CCLR provides unparalleled support to local governments and non-profit development organizations in 18 states to convert abandoned, contaminated tracts of land into community assets. The process of redeveloping brownfields creates jobs, housing, businesses and/or green spaces and lays the groundwork for a resilient and vibrant community.

The Communications Intern will be responsible for assisting the organization develop and implement its communication plan with the goals of increasing CCLR's national stature as well as geographically-targeted visibility, tailoring communications on multiple platforms to diverse stakeholders, and attracting media attention.

### **Primary Responsibilities (including, but not limited to):**

- Develop content in form of newsletters, blogs, social media posts and responses to Linked In groups in keeping with organization's Social Media Policy and post/disseminate to diverse stakeholders.
- Pitch stories related to conferences, papers, or successes to local and national media.
- Contact existing partner organizations to set up links to our site and provide text about CCLR for partners to use in their communications to their stakeholders.
- Review analytics and report on progress to increase website hits, Facebook likes and other metrics.
- Prepare reports and presentations for internal and external use.
- Draft correspondence, grant proposals and donor appeals or other special projects as needs.
- Manage CCLR's general email inbox.
- Research [www.grants.gov](http://www.grants.gov) monthly for items to share on blog, newsletters, etc.
- Build and manage CCLR's stakeholder database.

### **Requirements/Qualifications**

- Experience in writing blogs, tweets, texts and other materials for diverse stakeholders and disseminating through social media sites.
- Self motivated, dependable, responsible, honest and able to work independently.

- Participate in CCLR weekly staff meetings to learn about the organization and its accomplishments/projects. Technical training as needed.
- Passionate and inspired to build resilient, healthy communities through reclaiming brownfield properties.
- Professional or educational experience in marketing, communications or nonprofit work.
- Strong organizational skills and attention to detail.
- Excellent writing skills.
- Familiarity with Microsoft Office programs, database programs (Outlook, CiviCRM etc.), social media platforms (Facebook, LinkedIn, Twitter etc.) and e-mail/newsletter platforms (mailchimp etc.).
- Familiarity with the Adobe Suite (Photoshop, InDesign, Dreamweaver etc.) is a plus, but not required.
- Need to be available to start immediately.

### **Compensation & Position Information**

- Student internship in keeping with internship labor laws.
- Flexible hours for an average of 15 hrs/week.
- Willing to work with professors/provide reports to have work count for school credit.
- Travel, event registration and other expenses reimbursed as needed.
- Location: Oakland, CA area.
- Benefits include
  - access to wide-ranging contacts in the environmental sector
  - gaining content experience in brownfield development
  - building a portfolio of social media and other writing samples
  - opportunity to gain experience in communications and development in a visible and dynamic role with a growing national organization.

### **How to Apply**

- Please submit cover letter and resume along with any links to on-line writing or writing sample to Jean Hamerman, Director of Strategic Initiatives at [jean.hamerman@cclr.org](mailto:jean.hamerman@cclr.org). Please use the subject line "CCLR Communications Intern". For more information about CCLR, visit: [www.cclr.org](http://www.cclr.org).