



## Outreach Internship Summer 2018

**Contact:** Carly Ferro, Associate Organizing Representative  
[Carly.Ferro@sierraclub.org](mailto:Carly.Ferro@sierraclub.org)  
(801) 467-9294 ext. 100  
Website: <http://utah.sierraclub.org/>

**Mission:** **Explore, Enjoy, Protect.** The Sierra Club is a volunteer-led environmental organization that focuses on protecting our wild places, confronting climate change, and getting people outside to enjoy the outdoors.

**Overview:** The Outreach Intern will work with the Chapter Organizer and Our Wild America Campaign and the Beyond Coal Organizing Representative to build awareness of campaign initiatives.. They will work to increase public and fellow student participation through the organization of some or all of the following: tabling events, regular meetings, movie-screenings, sign-on letters, public comments, and press events. The Outreach Intern will learn and utilize basic community organizing techniques, including; public speaking, program research, analytical writing, holding effective meetings, advocacy, and media outreach. Other tasks, and research, to be completed as assigned.

**Time Commitment:** 3 credit hours (9 hours per week for 15 weeks)

### Responsibilities:

- **Develop** a work plan and outreach calendar with the Organizing Representatives to plan events and campaign strategies from May to September.
- **Research** campaign areas and issues including; Keeping Public Lands in Public Hands, Wilderness Study Areas, Utah Net-metering policies, Rocky Mountain Power's Integrated Resource Plan.
- **Assist** the Organizing Representatives with creation of outreach materials, including; emails, online actions, petitions, resolutions, and fact sheets.
- **Organize** events and outreach opportunities to educate and recruit new members and volunteers.
- **Build & Maintain** current volunteer teams. Work with other interns and Organizing representatives to build new teams, as needed, and assist in the recruitment and engagement of volunteers for events.

- **Track & Analyze** outreach metrics. Use data to determine outreach goals and inform future recruitment initiatives.

**Qualifications:**

- Passion for the Sierra Club's mission and dedication to helping the organization grow
- Ability to commit to at least 10 hours per week, including some nights or weekends. Mandatory attendance at the volunteer Equity Task Force Meetings, twice monthly on Tuesdays at 5:30 PM.
- Self-disciplined, determined problem solver
- Excellent written and verbal communication skills
- Experience with environmental policy or community organizing a plus
- Familiarity with Microsoft Office and Google Drive (Adobe Creative Suite a plus)
- Ability to engage and interact with many types of people in various settings

**Application:** Submit (1) resume, (2) a detailed cover letter, and (3) two references to Carly Ferro (Carly.Ferro@sierraclub.org) with the subject "Intern Application" no later than March 31st for consideration for the Summer 2018 Communications and Marketing Internship.