



City of Milwaukee  
Environmental Collaboration Office (ECO)

## POSITION OPENING

[City.Milwaukee.gov/eco](http://City.Milwaukee.gov/eco)

<b>Title:</b> Communications Intern	<b>Position:</b> Part-time (15-20 hours per week flexible)
<b>Report to:</b> Erick Shambarger,	<b>Length of employment:</b> 90 days
<b>Division:</b> Environmental Collaboration Office	<b>Compensation:</b> \$10.34-\$13.57 depending on year in school. Graduate students and City residents are eligible for higher wages
<b>Effective Date:</b> March 31, 2021	<b>FLSA Status:</b> exempt
<b>Workplace:</b> Work from home	Must provide own computer with Adobe Creative Suite and reliable internet access

### SUMMARY:

The [Milwaukee City-County Task Force on Climate and Economic Equity](#) has brought together community members and leaders to create a Climate and Equity Plan, with the goal of reducing community-wide greenhouse gas emissions and addressing racial and economic inequity. The Education and Outreach Work Group within the Task Force is responsible for overseeing public engagement during the planning process and growing public support for large scale climate action. The City of Milwaukee's Environmental Sustainability Director in the Environmental Collaboration Office (ECO) is providing project management to the effort.

We are seeking a college intern who will use their communication and coordination skills to plan and execute a social and digital media campaign that will engage diverse publics in participating in the Climate Action planning process, supporting development of local Green Jobs website, and support in promoting the final Climate and Equity Plan.

### RESPONSIBILITIES

Working in collaboration with the Education and Outreach Work Group, and under the supervision of the Environmental Sustainability Director, the ideal candidate will be a motivated self-starter who can take the initiative to:

1. Develop, manage, and execute a social and digital media strategy, including content calendars.
2. Build the social media network, respond to posts, and communicate regularly with followers.
3. Coordinate with partner organizations to distribute tools and information on the planning process.
4. Manage email campaign efforts, including collaborating with various Work Groups to leverage and expand networks and reach diverse communities.

5. Assist with the writing, design, production, and distribution of marketing and communications materials. This includes social media, advertising, print collateral, digital ads, and relevant city websites.
6. Collaborate with the Task Force Work Group to capture new content and help ensure message consistency.
7. Ensure a creative yet consistent design that adheres to and supports the brand, visual identity, and messaging standards across all media.
8. Assess and report email and social media results to ensure distribution to diverse communities. Identify marginalized communities and recommend tactics for reaching them.
9. Confer with team members and stakeholders concerning all aspects of projects, including expectations of design, turnaround time and approvals.
10. Assist the Project Manager in ensuring good communication across Climate and Equity Plan working groups
11. Other related tasks as required or assigned.

## **QUALIFICATIONS**

1. Must be a currently enrolled student pursuing a bachelor's or graduate degree in Marketing, Advertising, Communications or Design; Junior or Senior status or grad school preferred. Students in Environmental Studies with a background in Public Communications will also be considered.
2. Exceptional written and communication skills and ability to interact comfortably with a wide variety of audiences. Ability to tailor messaging to different audiences and platforms.
3. Demonstrated understanding of core public marketing and branding concepts.
4. Demonstrated experience with brand messaging, website content, and social media platforms such as Facebook, Instagram, and Twitter.
5. Experience working with email marketing platforms such as Constant Contact.
6. Experience working with analytics and drafting reports.
7. Strong proofreading skills; must be committed to accuracy.
8. Proficient skills in the Adobe Creative Suite software and Microsoft Office.
9. Ability to work independently and in collaboration with a team.
10. Education, work, or volunteer experience related to climate or environmental justice issues is preferred but not required.
11. Fluency in English and Spanish is a plus.

Duties listed may vary in terms of relative importance, and others may be added or eliminated as this position develops. In addition, specific positions within this job title may have minor variations in duties.

Americans with Disability Act: All reasonable accommodation requests will be reviewed and evaluated on a case-by-case basis.

The City of Milwaukee is committed to providing an environment that is free from discrimination and is dedicated to fostering a culture and atmosphere of mutual respect.

**TO APPLY:** Email a resume, cover letter, and work sample to Environmental Sustainability Director Erick Shambarger at [eshamb@milwaukee.gov](mailto:eshamb@milwaukee.gov) by April 19, 2021. We are looking for 10-20 hours a week starting in May, with additional hours available in June and July.