



Internship Opportunity

About Us:

Founded by legendary conservationist John Muir in 1892, the Sierra Club is now the nation's largest and most influential grassroots environmental organization -- with more than two million members and supporters. Our successes range from protecting millions of acres of wilderness to helping pass the Clean Air Act, Clean Water Act, and Endangered Species Act. We are currently undertaking a large campaign which is aimed at securing protections for public lands we all benefit from.

Internship Description and Objectives:

- Develop communications and campaign strategies in collaboration with a broad coalition of conservation groups and Sierra Club volunteers
- Craft messages for public outreach campaigns to different communities within Southern Nevada
- You will be responsible for developing and recruiting volunteers to assist you in the campaign
- Monitor press coverage of the campaign as it develops throughout the State and identify opportunities to cultivate earned media opportunities and garner media coverage for the Sierra Club's efforts
- Develop, write, edit and distribute internal and external campaign communications materials, such as: sample letters to editors, OpEds and other materials as necessary and working with member and non-member activists to place LTEs, etc.
- Utilize broad communications platforms: Instagram, Twitter, Facebook, YouTube, Tumblr, and other online, social media, broadcast and print communications;
- Produce regular reports on activity and background materials for internal and external use.
- Learn how to plan and manage events that engage the community with the issues relevant to the campaign
- Learn the ideas behind theory of change and community organizing with an emphasis on how to leverage and put it to use
- Learn to effectively navigate the different levels and structures of government and how they interact with regards to the management of public lands.



Qualifications

Must have a positive can do attitude with a strong work ethic and attention to detail. We also ask that you have excellent written and oral communication skills. Successful interns will be self-starters, listen to and follow specific directions, and be willing to work both independently as well as part of a team. Applicants should have working knowledge of current events and policy topics, as well the different structures of government and how they interact with regards to the management of public lands.

The schedule will be very flexible to best fit the student's current school schedule. We expect that you be able to provide us at least between 3 and 5 hours per week during the duration of the internship and semester.

If Interested Please Contact:

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