Internship job title: Communications and Development Advisor

Position summary: Midwest Environmental Advocates’ Communications and Development Advisor works to help increase the visibility and support for MEA’s litigation and public policy work through social media, electronic and print materials and events. The intern and staff will develop a work plan for the semester, but projects may include:

- Researching emerging trends, ethics, tools and effective communications strategies for nonprofit social media outreach, teaching best practices to staff
- Social media and communications support for The Big Share fundraising day on March 1, 2016
- Researching best practices for website, email communications and social media analytics and reporting, attending workshops as available
- Editing and designing HTML-enhanced e-newsletters (Mail Chimp)
- Support for fundraising events and tabling in the community
- Support for other marketing-related editing and content development as needed (including the spring annual report, a planned giving brochure, development case statements, etc.).

Midwest Environmental Advocates: MEA is a nonpartisan, nonprofit law center based in Madison, Wisconsin. We use the power of the law to help citizens defend their healthy water, air, land and government for this generation and the next. We believe that every citizen has the potential to make a difference.

Intern Supervisor: Midwest Environmental Advocates’ Communications and Outreach Coordinator Stacy Harbaugh works to raise the profile of the organization through earned media coverage, website content management, using social media to share news related to MEA’s work and mission, organizing outreach events, as well as membership development and fundraising. By increasing MEA’s visibility, citizens who want to protect their environmental commons in Wisconsin and in the Midwest will know that there is support for their legal rights. The intern may also work with the office manager who coordinates volunteers and many communications and development activities.

Internship responsibilities:

- Make a commitment to volunteering in the office at least six hours per week.
- Create a work plan with the MEA intern supervisor as a common agreement for expectations between the volunteer and staff. The work plan is also the plan for the volunteer to gain specific career-related experience during the semester.
Internship – Spring 2016

- Meet with the supervisor at least once a week to coordinate activities. These meetings are an opportunity for mutual feedback on the internship experience. Availability for staff and fundraising meetings on Tuesday afternoons is strongly recommended.
- Attend MEA events as the semester schedule allows.

Skills and resources preferred:

- Strong communication skills
- Flexibility in scheduling (many meetings and events happen both during the work week and on some evenings/weekends)
- Strong experience and interest in social media
- Detail-oriented, especially with editing, punctuation, grammar
- Able to work independently
- Basic skills with Microsoft Office software (Word, Excel); experience with constituent relationship management programs like Mail Chimp is a plus, but we can train
- Photography experience a plus
- Ability to lift 10-15 lbs a plus
- Support for the nonpartisan mission of Midwest Environmental Advocates

At this time, internships are volunteer positions and students are encouraged to pursue class credit for their work. MEA staff are willing to work with professors and career services departments to approve work plans, provide letters of recommendation, support further research for internship report-back papers, etc.

The hours for internships may vary and are based on the work plan agreement between the volunteer and staff supervisor. Some weeks will have more activity than others. Many tasks can be accomplished on computers outside of the MEA office and volunteers are welcome to use MEA computers or their own resources. Internship start and end dates usually are the same as the semester term and are flexible around class and work schedules.

The MEA office is located at 612 W. Main St. Suite 302, just off of the bike trail, about three blocks southeast of the Kohl Center.

For more information, contact Midwest Environmental Advocates’ Communication and Outreach Coordinator Stacy Harbaugh at sharbaugh@midwestadvocates.org or (608) 251-5047 x 1 or (608) 466-6321.