



Social Media Internship

The CoolCalifornia challenge is looking for a social network–savvy intern to help the us keep an active social media presence!

About the CoolCalifornia Challenge

The CoolCalifornia Challenge is a competition between California cities to motivate and reward residents for reducing their carbon footprints and helping to build more vibrant communities.

Participants track transportation and home energy use to earn points for being green and triple points for going greener. Each point counts as a raffle ticket for cool prizes and can also help participants' cities earn sustainability funding from Challenge sponsors. Teams of up to 5 households are eligible compete in city team rankings for awards and prizes.

The Challenge is funded by the State of California Air Resources Board and administered by researchers at the CoolClimate Division of the University of California's Renewable and Appropriate Energy Laboratory.

Social Media Intern Role & Responsibilities

The Social Media Intern will be responsible for developing and maintaining an online presence for the Cool California Challenge and keeping participants engaged. Intern will post regularly to social media sites including Facebook, Twitter, and Instagram to create a Challenge personality, which is friendly, informative, smart, charming, interesting, and witty. The intern will report to the Cool California project manager.

Intern Qualifications

- Excellent written and verbal communications skills.
- Passion for reducing carbon emissions!
- Available to Volunteer 4-8 hours per week.
- Familiarity with communication tools (Facebook, Twitter, Instagram, Google+, etc).
- Strong attention to detail and accuracy.
- Self-directed and able to work independently.

This is as unpaid position. We can provide signatures, etc and validation for receiving school credit or other community service.

Position dates: Available Immediately – May 2014, ideally continuing through summer.

Location: Berkeley, California