

SAMPLE INTERNSHIP DESCRIPTION – NOT CURRENTLY OPEN – FOR INFORMATION ONLY

Communications Internship The Natural Step

The Natural Step Network is a non-profit organization whose mission is to motivate organizations to act according to the principles of sustainability. The network connects business leaders and resources along their path toward sustainability. The Natural Step brings a strategic and systemic approach to integrating sustainability into business and government. Please see more information about the organization on our website before applying.

About the Position: Communications Internship

Join The Natural Step Network as a Communications Intern. This is an opportunity for a natural networker to assist in enhancing and expanding the presence of The Natural Step Network to raise visibility of TNS among potential champions of sustainability. This position provides the opportunity to gain valuable experience in both communications and the sustainability community.

Responsibilities:

- Post questions and promote specific articles among Linked In and Face Book groups focused on innovation and sustainability (and other identified sources of potential interest/traffic)
- Identify, visit and add insightful comments on relevant blogs within the sustainability realm.
- Assist in assessment and provision of content for the Network's Member Access intranet site.
- Edit, post and create links for entries to The Natural Step blog.
- Identify and respond to posted questions on appropriate social media sites where the role of The Natural Step will be useful to readers.

Required qualifications:

- Communications Major with knowledge of sustainability.
- Organized self-starter with excellent time management skills.
- Strong writing skills, intimate knowledge of social media.
- Ability to write/edit blog entries and to identify, visit and add insightful comments on relevant blogs within the sustainability realm.
- Ability to work undirected on communications development.
- Flexible and able to work effectively in a dynamic team environment.
- Strong commitment to strategic sustainable development.
- Can demonstrate a history of social media activity – Linked In page, Facebook page, etc.

Preferred qualifications:

- Experience in web-based communications, social networking.
- In-depth understanding of Strategic Sustainable Development.
- General understanding of common tools and concepts related to sustainable development.
- Material/Web background experience.

Duration and Hours: 20-40 hours per week dependant on intern's availability and program needs