

Center for Environmental Research and Conservation, Earth Institute, Columbia University

Fall 2012 - Marketing, Recruitment, and Communications Intern

Final Application Deadline: August 17th, 2012

Company Description - The Center for Environmental Research and Conservation (CERC) builds environmental leadership and emphasizes the essential role of the natural world in sustainable development. Through the synthesis of research, applied research and education and training, CERC aims to protect biological diversity and cultivate leadership to address the ecological challenges of the 21st century.

CERC is a consortium of five world renowned scientific institutions based in New York City: Columbia University, the American Museum of Natural History, the New York Botanical Garden, the Wildlife Conservation Society and EcoHealth Alliance (formerly known as Wildlife Trust). Each member of the consortium contributes to developing environmental leadership through a variety of education and research programs. Collectively, this work is conducted in over 60 countries.

CERC is headquartered at the Earth Institute, Columbia University. This strategic location facilitates multidisciplinary work within the university and with external collaborators.

WEBSITE URL - <http://www.cerc.columbia.edu/>

POSITION DESCRIPTION - The Center for Environmental Research and Conservation is seeking Macaulay interns with a keen interest and/or background in marketing, communications, and/or environmental science to join the CERC team during the implementation of recruitment tactics and core education programming for undergraduates who are non-science majors, for public school teachers, principally from Title I middle schools in New York City, and for executives and practitioners. The programs are: 1.) the Summer Ecosystem Experience for Undergraduates(SEE-U), which takes place in Brazil, Puerto Rico, the Dominican Republic and Jordan, 2.) The Inquire Institute: A Program for Integrated Graduate Field Studies, which brings graduate students, teachers and other professionals together with Columbia faculty to explore diverse ecosystems, conduct field research, and develop projects or project-based curricula; and 3) The Certificate Program in Conservation and Environmental Sustainability.

Key Responsibilities of Marketing, Recruitment, and Communications Intern:

- Draft marketing/outreach letters.
- Post flyers on campus.
- Attend recruitment events (study abroad fairs, career fairs, etc.).
- Manage social media platforms (Twitter, Facebook, HootSuite, Google Adwords etc.).
- Craft blog posts on Eco Matters, part of the Earth Institute's State of the Planet Blog.
- Make updates to the website.
- Compile content for newsletter.
- Call study abroad offices/environmental organizations.
- Build and manage contacts in spreadsheets for SEE-U and Certificate.
- Assist with audio and computer equipment for distance learning classes.
- Conduct background research for grants/assorted projects.

Though Macaulay interns will primarily be situated in the tasks above, they may also be asked to assist in other capacities as other projects emerge.

Hours and Pay – CERC is seeking interns capable of devoting at least **14** flexible hours of work each week between Monday – Friday from **September 4th 2012 – December 14th 2012**. Given the rigors of balancing class and other activities, the hours will be decided around the convenience of the students' schedule. *CERC requires that the interns be paid (either through the Macaulay Opportunities Fund or other stipend) or receive academic credit from their respective institution. The interns will be required to demonstrate that they have complied with this requirement.*

Qualifications - The interns should have excellent critical thinking and analysis skills, good writing and communicating abilities, discipline, good humor and enthusiasm, social media familiarity (at least on a basic systems level) and knowledge of or interest in marketing, recruitment and sustainability issues.

Location - Center for Environmental Research and Conservation (CERC)
Schermerhorn Extension, 10th Floor
Columbia University, Morningside Campus 5557
1200 Amsterdam Avenue

Application Instructions

Candidates should send a resume and cover letter to Brian Kateman, Internship Coordinator and Supervisor at bk2460@columbia.edu. Brian Kateman is a recent graduate of the Macaulay Honors College ('11) and will ensure that the experience is of mutual benefit to CERC and the interns.