



Social Media Manager/2022 Unpaid Internship

About EcoAthletes

An innovative nonprofit that is looking to make a real impact on climate change by inspiring and coaching athletes to take and lead climate action. Put another way, we are working to find the Muhammad Alis, the Megan Rapinoes of the climate change fight. We do so by:

- Building a global community of EcoAthletes Champions who act and lead on climate
- Collaborating with teams and other sports organizations to provide their athletes with the tools to inspire fans to support climate action in their personal lives and at the local and national levels

Job Summary

Develop, implement, and manage EcoAthletes' social media efforts. Interact directly with EcoAthletes founder Lew Blaustein and the team.

Time: 5-8 hours per week, unpaid

How to Apply: Share your social media page or a page that you have worked on previously and 3-5 sample posts that you'd recommend for EcoAthletes (Twitter & Instagram). Write a short attention-grabbing explanation of why you'd like to be involved - no need for a formal cover letter, but please attach your resume and LinkedIn profile link. This role requires some creativity, so don't be shy to be bold with your ideas!

Please submit the above to Lew Blaustein: lew@ecoathletes.org.

Internship Description

- Create weekly social media post language, graphics, and calendars (Instagram, Twitter), leveraging popular hashtags and trending topics
- Track Instagram and Twitter traffic, providing weekly updates
- Manage EcoAthletes' Instagram, including all posts, stories, etc. (Lew Blaustein manages Twitter as well as Facebook, and LinkedIn). This is where we interact with athletes and recruit new [EcoAthletes Champions](#), our global network of 55+ climate-minded athletes! You will be expected to manage the Instagram account with at least 3 sessions of 10 minutes on the account per day, including interacting with followers and posting/reposting additional stories
- Occasional research projects, sometimes taking up to 10 hours per week, but typically less than 5 hours per week
- Occasional tech support for 1-2x quarterly EcoAthletes virtual events, including sharing a screen during a Zoom conversation, or conducting sound and video checks
- Attend weekly update calls/Zooms with EcoAthletes staff (~45 minutes)

Additional skills: Video editing & graphic design expertise is a plus