Mayor's Office of Sustainability - Social Media Copywriter and Coordinator Intern

Organization description:
The New York City Mayor's Office of Sustainability is responsible for developing and implementing sustainability initiatives and reducing citywide greenhouse gas (GHG) emissions by 80% by 2050 from 2005 levels (80x50).

The Office's goals include:
Improving the quality of the city's air and water, providing better access to open space, increasing transit capacity, improving and maintaining the city transportation network, upgrading the city's energy infrastructure, and improving the energy efficiency of our building stock.

Position Description:
We're seeking an awesome copywriter to help craft the content and brand voice for the Mayor's Office of Sustainability's social media channels. We're looking for an individual who can collaborate with us to convey priority messages about sustainability, resiliency and climate change issues coherently and creatively through copy development and community management. Ideal candidates will have a knowledge and/or interest in climate change issues facing the city, sustainable technologies to address those challenges, as well as an aesthetic awareness of marketing/advertising materials.

Roles and Responsibilities:
- Craft copy for social media, reports and a range of communications materials
- Ability to familiarize yourself quickly with technical, scientific topics
- Manage editorial calendars, obtain approvals and post content to designated channels
- Track the latest digital trends to inform creative approaches

Basic Qualifications:
- 1-2 years of experience working as a copywriter or drafting social media posts and concepts
- Working knowledge and interest in sustainability and resiliency issues facing NYC
- Understanding and interest in the entire digital ecosystem

Additional Qualifications:
- Ability to juggle multiple projects at the same time
- Ability to effectively communicate through any medium (written, verbal, tweet etc.)
- An awesome, collaborative attitude