



Digital Content and Metrics Intern

Who We Are

[Clean Power Alliance](#) (CPA) is Southern California's locally operated non-profit default electricity provider for 32 communities within Los Angeles and Ventura counties and the 5th largest electricity company in the State of California. We provide clean renewable energy at competitive rates to over three million residents and businesses through approximately one million customer accounts.

What You'll Do

CPA is seeking enthusiastic and highly motivated students, recent graduates, and young professionals with interests in the clean energy, sustainability, and outreach fields. Through this internship, you will assist in the development of digital content, including videos, graphics, and photography, contribute to the development and distribution of communications materials and social media content, and maintain a dashboard of metrics.

Who You'll Work With

You will work closely with the Manager of Marketing and Digital Strategy, Marketing Coordinator, and with CPA's External Affairs team. Interns will also interact with other members of CPA's senior management team and potentially with business customers across CPA's service territory.

Commitment to Diversity

At CPA, we value diversity and are committed to creating an inclusive environment for all employees. We represent a diverse customer base and intend to hire employees that reflect our communities. Clean Power Alliance provides equal employment opportunities to all applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

Culture

CPA fosters a culture of open communication, responsibility, and intellectual curiosity. As a small team that has quickly built the largest Community Choice Aggregation program in the country, high levels of trust, collaboration, and mission alignment are key factors in success. We value fact-based creativity in our work, accountability with our stakeholders, and promote ethical engagement and diversity with our brand.

Successful Candidates Must Demonstrate the Following Abilities:

- Enjoy engaging with passionate internal and external stakeholders.
- Strong communicator who can write and speak compellingly and clearly.
- Have a strong work ethic and be comfortable taking initiative in a fast paced, start-up environment.
- Organized and detail oriented.
- Ability to carry out projects with minimal instruction.



- Compose correspondence independently based on policy and guidelines.

Duties and Responsibilities

Graphics

- Assists in the production of computer graphics and photos for brochures, reports, newsletters, presentations, and other communications materials.
- Produces a variety of computer graphic artwork such as illustrations, logos, and backgrounds.

Digital Content

- Assists in the development and facilitation of digital content including CPA's social media posts, videos, and other marketing deliverables.
- Creates and maintains the digital asset library.

Research and Analytics

- Performs research and analysis in the preparation of fact sheets, presentations, newsletter articles, promotional communications, etc.
- Maintains department metric dashboard that includes metrics from social media, media relations, website, etc.
- Creates and maintains the digital asset library.

Performs other duties as assigned.

Qualifications

Candidates should have completed or be in the process of completing a Master's degree, with a desired focus in environmental, public policy, communications, journalism, science, or other relevant area of study. Work or volunteer experience is a plus but not required.

Required Skills

- Excellent verbal and written communication skills.
- Digital content creation – videography, photography, and graphic design creation and editing.
- Excellent organizational, scheduling, time management skills, and attention to detail.
- Ability to act with integrity, professionalism, and confidentiality.
- Ability to work within a team, as well as independently motivated.
- Proficient with Microsoft Office Suite and Adobe Pro software.

Compensation

The salary range for this internship is \$17 to \$25 per hour, with exact compensation to be determined by Clean Power Alliance, dependent on skills and experience. This is a part-time, temporary position. Interns are only eligible for mandated benefits, such as sick pay, workers' compensation, and Medicare contributions .



How to Apply

Candidates should visit https://recruiting.myapps.paychex.com/appone/MainInfoReq.asp?R_ID=3567450 to apply. The start date for the position is as soon as possible and will remain open until filled.