



External Affairs Internship (Content)

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 looking for enthusiastic and organized students, recent graduates, and young professionals seeking experience in the clean energy, sustainability, and outreach fields. Through this internship you will engage with customers and stakeholders by participating in the content development process end-to-end, from ideation to post publication for a variety of channels including social media and email marketing. Additionally, you will develop systems to streamline content development including developing a system for organizing the digital asset library that includes working with member agencies and adding their content to our system. CPA internships are typically for a length of six months and can be extended, but no term is guaranteed.

Who You'll Work With

The External Affairs Intern (Content) will report to the Marketing and Communications Associate. You will work with all members of CPA's External Affairs Team, as well as other members of CPA's senior management team, elected officials of CPA's Board of Directors, and have joint assignments with other interns.

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, intellectual curiosity, and exceptional judgment. 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 of our 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.
- Strong work ethic and be comfortable taking initiative/working in a fast paced, start-up environment.
- Organized and detail oriented.
- Be able to organize and carry out projects with minimal instruction.
- Compose correspondence independently based on policy and guidelines.

Duties and Responsibilities

- Create a structure for organizing digital asset management system; work with member agencies to expand. All uploaded assets will be tagged and sorted based on the organization structure.
- Social media community management
 - Create content as dictated by the monthly editorial calendar to promote programs, new LinkedIn posts, and reports.
 - Create social media posts including developing content, selecting images, and identifying appropriate hashtags and posting.
 - Maintain and grow social media response bank.
 - Monitor, engage, and repost CPA's member agencies and partnering community organizations' content.
 - Stay on the pulse of clean energy news from reliable publishers and influencers.
 - Lead hashtag strategy for CPA brand, programs, and clean energy.
 - Develop a "green" calendar of global, national, and regional events celebrating environmentalism (including ethnic/race months).
 - Learn and use organizational style guide brand rules and requirements in content creation.
- Assist with press release distribution through Mailchimp and posting on the website.
- Assist with large events and other department-wide activities as needed.

Qualifications

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

Required Skills

- Strong computer skills, including proficiency in Microsoft and Adobe software.
- Excellent social media and social networking skills.
- Exceptional writing skills and creativity.
- Graphic design basics.
- Previous experience using Canva, Adobe Creative Suite, or other platforms to create original materials.
- Experience with Mailchimp, Constant Contact or other email marketing platforms.

Desired Skills

- Photography & Photo Editing.
- Video & Video Editing.
- Public relations and/or office experience would be a plus.
- Knowledge of CPA's service territory.
- Interest in energy, clean technology, or public service.
- Valid California Driver's License

Compensation

Internship compensation ranges from \$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=4201777.

Applicants are required to include two references (one must be academic) when completing the application process.

The start date for the position is as soon as possible and will remain open until filled.