



## NOW HIRING: Communications Intern

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### Summary:

The myPower Energy Management Outreach Program is looking for a currently enrolled UC Berkeley student to serve as a Communications Intern. The Intern will support work being done to reduce campus energy use and provide communications outreach to faculty, staff, and students concerning the program. This is a paid position at \$10-15/hour, and a total of 100-120 hours of work is possible.

### Job Responsibilities:

Assist the myPower Energy Management Outreach Program team in developing and promoting new communications, through actions such as:

- Messaging and tabling for recruitment of Power Agent Volunteers
- Assisting in the coordination and planning of Power Agent Volunteer training and events
- Crafting and posting updates to myPower social media campaigns (e.g., Facebook, Twitter, myPower website Community and News pages)
- Researching energy-efficiency strategies and best practices that could benefit campus
- Using social marketing research to inform the messaging of the campaign

### The Ideal Candidate:

- Be a student currently enrolled at UC Berkeley
- Is comfortable doing independent work, is detail-oriented
- Is interested in energy conservation and marketing/communications
- Is a self-starter who needs minimal guidance; leadership experience a plus
- Is comfortable working as part of a team
- Has excellent research and writing skills
- Can commit to working at least 5 hours/week
- Is available at least part of the Summer
- Graphic Design skills are a plus

### How to Apply:

Please email your resume, cover letter, writing sample, and availability to Erin Fenley (fenley@berkeley.edu). Position will be open until filled. Questions? Please Call 510-664-4681.

### About Energy Management on Campus:

Energy Management at UC Berkeley is a comprehensive program aimed at permanently reducing the amount of energy the campus uses. It also empowers faculty, staff, and students to take smart, simple energy savings measures that will improve our environmental footprint and save the campus money – returning those funds to teaching and research.

The Energy Management Program consists of four components: The Energy Office, Incentive Program, Energy Policy, and the myPower Outreach Program. The Communications Intern and Power Agent Team will be an

essential part of the Outreach component of campus energy management. Energy Management Outreach (myPower) focuses on:

- Individual behavior change to cut energy costs
- Making energy usage more visible
- Creating tools and sharing ideas to reduce energy use
- Creating compelling & consistent messaging
- Establishing social norms around using less energy
- Maintaining messages over time

### **More About Energy Management:**

Energy Management Outreach Campaign: [myPower.berkeley.edu](http://myPower.berkeley.edu)

Energy Management Project - Operational Excellence: <http://oe.berkeley.edu/projects/energy/index.shtml>