City of Boulder Communication

Website:  www.bouldercolorado.gov

Organization Address:  1777 Broadway, Boulder, CO 80302

Organization Description:

The mission of the Communication Department is to gather and share information to support and encourage open, participatory government and an informed community.

**City of Boulder: Communication has two open PIIE internships for 2017! Please Review Both**

Position #1 Title:  Web Content and Social Media Support Intern

Desired Start Date and End Date:  Flexible

Position Description:

OVERALL OBJECTIVE

The City of Boulder’s Department of Communication is seeking a motivated and versatile intern to assist with social media, web content and all forms of digital communication in support of the City of Boulder organization. The city has been recognized nationally for its innovative use of social media and the web to serve residents. This is an exciting opportunity to build your portfolio and gain experience with a government that leverages both new and traditional communication platforms to engage its community.

The ideal candidate will assist in the creation of web and social media content, which may include writing, editing, graphic design, photography, videography, social media maintenance and/or work on the city’s internal and external websites.

DUTIES AND RESPONSIBILITIES

Web Content

Contact Information

If you have any questions, please contact the PIIE Program Director, Dylan Mark, at 303-492-3707 or dylan.mark@colorado.edu
• Assisting with writing, editing and developing content for the city’s public website.
• Updating existing pages and working collaboratively with departments to redesign pages and build new pages, including the refinement of page templates for use on recurring types of city projects.
• Working with assigned departments to provide web content support and leverage the city website to give residents information they want and need.
• Assisting with user testing and efforts to use public input to improve pages on the city website.
• Creating or identifying graphics, photos or videos for web content, as well as archiving this content.
• Helping develop training materials around best practices for web content.
• Identifying opportunities to consolidate online information or to present online information more concisely or graphically.
• Helping track data to document web traffic and progress toward city goals.
• Other duties as assigned

Social Media

• Assisting with the creation of social media content by helping populate the city’s social media content calendar with information about city programs, services and initiatives. This includes identifying timely, seasonal and evergreen social media content, as well as planning content around future events and needs.
• Creating or identifying supporting text, graphics, photos or videos for social media posts.
• Identifying and soliciting community content that aligns with departmental and city communication priorities and can be leveraged across social networks.
• Helping track data to document social media results and progress toward city goals.
• Other duties as assigned

Qualifications:

REQUIRED QUALIFICATIONS

• Pursuing or obtained a degree in communications, public relations, journalism, visual communication, web design, graphic design or related field.
• Exemplary oral and written communication skills.
• Acute attention to detail and organization.
• Familiarity with popular and emerging social networks.
CU Public Interest Internship Experience

- Familiarity with Microsoft Office Suite, including Word, PowerPoint, and Excel
- Strong time management skills; ability to manage multiple projects at once, prioritize and meet deadlines.
- Ability to engage a variety of stakeholders and speak and listen to diverse viewpoints.
- An independent, proactive attitude and ability to work well alone or as part of a team.
- Willingness and ability to work occasional evening and weekend hours as requested.
- Ability to manage confidential or sensitive information.

DESIRED QUALIFICATIONS

- Experience with web content management systems and/or HTML.
- Experience with photography, videography and/or graphic design.
- Experience with social media in a professional setting.
- Experience with search engine optimization.

Position #2 Title: Communications, Graphic Design and Outreach Support Intern/Climate + Sustainability

Desired Start Date and End Date: Flexible

Position Description:

OVERALL OBJECTIVE

To serve as support staff to work on a variety of Climate + Sustainability projects and communications approaches, including graphic design/page layout, city website and social media maintenance, content creation, and outreach support. Focus areas for intern projects and tasks may include:

- City and community climate efforts, including partnerships with University of Colorado and community engagement groups, climate events and action items related to the Climate Commitment
- Residential and commercial energy efficiency programs, services and...
proposed regulation, including support for Partners for a Clean Environment (PACE), and commercial and industrial rating and reporting

- Residential and commercial waste reduction programs, services and events, including the Universal Zero Waste Ordinance outreach, recycling and composting requirements, and University of Colorado Green Team
- Employee-engagement sustainability efforts within the city organization

DUTIES AND RESPONSIBILITIES

- Help with the creation of outreach materials through layout, design and some content creation. Assistance may include:
- Mocking up brochures, posters, email templates, reports, posters, PowerPoint presentations, and other materials as needed
- Creation of new web pages
- Coordinating the printing, publication and release of information by speaking directly with community partners and other organizations to compare bids, place orders, and deliver information through existing networks
- Enhance user experience and interactivity of Climate + Sustainability web pages by adding interactive elements, reorganizing and minimizing content
- Maintain Climate + Sustainability social media presence through Twitter and Facebook accounts and assist in online community engagement through platforms such as Inspire Boulder
- Engage with community members at select events to educate them about Climate + Sustainability programs and services. Engagement efforts may involve coordinating with other city departments and partner organizations
- Other duties as assigned

Qualifications:

REQUIRED QUALIFICATIONS

- Currently enrolled as undergraduate, recently graduated or graduate student
- Minimum 3.0 GPA
- Expertise in Adobe design software—InDesign and/or Illustrator, and Photoshop
- Acute attention to detail and organization
- Familiarity with Microsoft Office Suite, including Word, PowerPoint, and Excel
- Exemplary oral and written communication skills
- Strong time management skills; ability to manage multiple projects at once, prioritize, and meet deadlines
CU Public Interest Internship Experience

- Ability to engage a variety of stakeholders and speak and listen to diverse viewpoints
- An independent, proactive attitude and ability to work well alone or as part of a team
- Willingness and ability to work occasional evening and weekend hours as requested

DESIRED QUALIFICATIONS

- Experience with community engagement and building support for sustainability initiatives in the community
- Experience with web design and search engine optimization (no HTML experience necessary)
- Knowledge of user experience best practices
- Experience developing infographics
- Demonstrated knowledge of sustainability issues and Climate + Sustainability programs

For more information on what we do, please visit

Contact Information
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