City Atlas Social Media Intern: Summer 2011

About CISC:
The CUNY Institute for Sustainable Cities (CISC) was founded in 2006 on the belief that, in moving cities toward sustainable practices, we will ensure that they continue as vibrant cultural, economic and residential centers. We believe that participation is essential to sustainable urban development. An important component of our mission is to educate, engage, and empower our communities with the knowledge they need to contribute to the creation of a sustainable cityscape.

About the Digital Environmental Atlas of New York:
Launching in April, 2011, the City Atlas: a Digital Environmental Atlas of New York City is an online platform designed to engage people in examining how the essential functions of New York City evolve over time. Using contributions from creative and scientific collaborators, as well as the general public, we explore issues such as food, water, energy, shelter, transportation, and lifestyle—all of which will change in the coming decades, as global warming, issues of sustainability, and government policy responses take hold. By comparing the city’s past and present, we encourage urban residents to think critically about the choices we make now and how they connect to urban life in the coming decades. The idea is to get people more comfortable with thinking about the environmental uncertainties of the future, by showcasing the past transitions which we have already experienced and from which we have successfully evolved. City Atlas will be divided into sections, two important ones being Engage and Learn, which will inform New Yorkers about sustainability based activities and events in the region.

Description:
The CUNY Institute for Sustainable Cities is seeking a City Atlas Social Media Intern for the summer 2011 season to help with the social media component of the City Atlas. This intern will be charged with developing the social media components of the newly developed virtual Atlas. Additionally, the intern will work with the Engage and Learn Atlas teams to help publicize the newsletter and Engage and Learn content, pertaining to ground up sustainability initiatives in the New York City region.

Requirements:
Successful applicants will possess knowledge on how to maintain and expand the social media presence of the Atlas (this includes blog, Facebook, Twitter, LinkedIn, Youtube, Flickr, Tumblr, StumbledUpon, and others). They will also be required to review analytics and prepare reports for key indicators, assess new technology trends and develop plans to incorporate them in future social media strategies. Additionally, the applicant must have a high level of professionalism. An interest in climate change, sustainability, urbanization or non-formal public education would enhance the applicant’s experience, but is not critical. A working knowledge of Adobe software would also be beneficial, but is not critical.

Hours:
The intern is expected to work 10-15 hours per week, with some flexibility. Hours can be set by the individual—between the hours of 9-6, Monday through Thursday—but must be kept for the duration of the summer internship (June-August). The internship is unpaid, although CISC staff can help the intern arrange to receive college credit for their work.

Application:
Interested applicants should send a resume and cover letter addressed to Carina Molnar at internships@cunysustainablecities.org by May 15th. Please put Atlas Social Media Internship in the subject line.