Summer Development & Design Intern 2022
Food for Climate League

The Food for Climate League is a women-led nonprofit that’s working to make climate-smart eating the norm. By using narrative and behavioral design strategies, we support organizations, businesses and governments effectively and efficiently catalyze supply and demand for food that’s better for us and the planet. With seed funding from Food@Google and leaders involved from Unilever, Sodexo, and Future Food Institute, the League is focused on building on existing food trends to take climate-friendly eating mainstream and reach a diverse, global audience.

We are seeking a passionate design and business development pro to help shape the visual narrative and business strategies of our organization. Through this internship, the Food for Climate League (FCL) aims to clarify our brand online and reach both grantors and partners interested in creating a healthy, equitable, sustainable food system for all. We are especially interested in bringing on individuals who are passionate about engaging diverse (black and POC) audiences in this space.

Roles and Responsibilities:
- Using Squarespace and Canva, strategically update the FCL website to exude a sense of cool and fun, with easy-to-understand content.
- Spearhead the social media strategy and build a professional following for FCL to attract funders, partners, and new talent.
- Identify relevant influencers (individual authors, celebrities, thought leaders, business leaders, entrepreneurs, farmers, scientists, etc.) and collaborate through mutually beneficial content to reach broader audiences.
- Identify relevant organizations (emerging food brands, associations, NGOs, coalitions, etc.) to collaborate with through mutually beneficial content to reach broader audiences.
- Together with FCL Executive Director and Director of Strategy, identify and track metrics of success and targets for social media presence of the League by the end of the internship.
- By the end of the internship, produce and deliver a presentation to the FCL leadership packaging the key learnings from the full body of work throughout the fall, along with a set of recommendations for the League’s social media and grant-seeking efforts going forward.
- Assist with business and philanthropic development leads by organizing communications on Salesforce.
- Assist with business and philanthropic development leads by creating a calendar of critical food and sustainability events, globally.

Required Qualifications
- Strong design skills and experience working with Squarespace and Canva
- Knowledge of and interest in food systems issues
- Interest in engaging audiences often ignored by traditional sustainability campaigns and brands, including people of color, and those belonging to rural, low-income, and Indigenous communities.
- Interest in business development and social media
- Creative and clear communication skills (bonus if you’re good at wordplay and puns!)
- Great organizational skills
Willingness to learn new skills and jump in on tasks as needed
Self-starter excited to learn new things

Preferred Qualifications
- Excitement about building a sustainable and healthy future for people and the planet
- Interest in consumer behavior
- Graphic design and/or social media strategy experience

Specs: 10-week internship, 20 hours per week, flexible on start and end date, ideally around June 13 to August 26.

This is an unpaid, full-time internship, but you will gain, at a minimum:
- Mentorship from a world-class team of female food leaders with a combined track record of effecting widespread change toward healthier, more sustainable food for all. Including:
  - Mentorship from two published authors and public speakers, Eve Turow-Paul and Sophie Egan, for those interested in writing at the intersection of climate, social issues, and/or health; and
  - Dr. Ashawnda Fleming, who has twenty years of nonprofit management experience. Dr. Fleming has served as Chief Development Officer to national nonprofits including the Make-A-Wish Foundation, Prevent Child Abuse, National LGBTQ Task Force and First Candle/SIDS Alliance.
- Access to the inside dialogue, challenges, innovations, and insights of some of the largest, most influential food companies in the world.
- Up-close experience with the process of launching an early-stage venture. This would be especially interesting to an individual interested in social entrepreneurship.
- A chance to be at the table with visionary leaders and contribute to pioneering work to help catalyze a global cultural shift toward climate-beneficial eating as the norm.

Applications are due May 26th. Please include a cover letter and resume outlining why this position is of interest to you, what prior experiences (personal or professional) qualify you for this work.

Contact: Eve Turow-Paul at Eve@FoodForClimateLeague.Org. Please put “FCL Development & Design Internship Application” in the email subject line.