



Colorado CarShare: Community Education & Outreach Intern

About Colorado CarShare:

Colorado CarShare is a local nonprofit carsharing organization, serving the Boulder-Denver metro area. Our mission is to provide and promote alternatives to individual car ownership, thereby increasing the environmental, social, and financial benefits associated with less motor vehicle use.

CO CarShare maintains a fleet of over 50 vehicles in Denver and Boulder counties. We have recently made great strides in one of our main organizational goals, fleet electrification. Over 25% of our fleet is comprised of electric vehicles and we are continuing to work towards full fleet electrification.

Community Education & Outreach Intern's Main Focus:

The Community Education & Outreach Intern will help us develop and implement targeted strategic communications, marketing and outreach campaigns and activity, in order to improve carshare use and other mobility options. This includes messaging around other aspects of our mission related to social equity and "multi-modal" mobility (ex. bike sharing, public transit, etc). Responsibilities may include developing communications material; educating and engaging community members, current CO CarShare members, and local partners; supporting social media efforts, newsletters, etc.

Additional operational support needs may include grant/foundation research and applications, as well as in the field fleet support (vehicle re-locating, car washes, etc.).

Outcomes and Objectives *may* include:

- Learn about carsharing and sustainable transportation options in our community from a practical, hands-on perspective.
- Work with CO CarShare staff to create/implement a marketing plan - with specific tasks, a corresponding timeline, and designing custom materials for each goal.
- Spend time in the field distributing brochures, posting fliers, and meeting with area residents, businesses, and organizations; Coordinate and run targeted events throughout the community (Covid and related regulations, health and safety permitting).
- Initiate an online marketing campaign that could include targeted emails, neighborhood group connections, and social media outreach for specific campaign goals.
- Measure success and track results for each vehicle location. Present findings on a regular basis to CarShare staff.
- Help identify and pursue business development/partnerships in the community (e.g. property owners, co-work spaces, like-minded businesses, etc.)



- Identify potential locations for new EVs or charging stations.

Qualifications:

- Skilled in marketing and communications including social media and community outreach. Interest in developing a non-profit in a for-profit business world.
- Passionate, integrity-driven, and community-minded.
- Excellent communication and interpersonal skills.
- Proficiency in Microsoft & Google Suite, social media, and internet research.
- Graphic design experience is a plus.
- Proactive, self-motivated, team player with demonstrated initiative and reliability.
- Willingness to spend time both in Boulder and Denver for outreach events.
- Actively incorporates sustainability practices & active transportation into daily life.
- Working knowledge of, or willingness to learn about, local mobility options (including public transit).
- Willingness to commit to a minimum of at least 3 months, 10-15+ hours per week, including being able to work both remotely and in the field for fleet management.
- You do NOT need to own a car but do need a valid driver's license and clean driving record.

Benefits to Intern:

- Gain valuable marketing, business development, outreach and or grants experience with an innovative and evolving local non-profit.
- Although this is not a paid internship, intern students can receive academic credit.
- Discounted CO Carshare membership
- Receive professional experience interacting with a variety of staff and community members across multiple sectors.
- Become part of an impassioned team to make our community a healthier place to live.
- Know that your efforts are making a measurable impact to our organization, the wellbeing of the community, and the environment.

If interested, please review our website at www.carshare.org. Then, email us at info@carshare.org with your resume and a cover letter that speaks to your skills, passions, and reasons why you would be an ideal fit for this opportunity.

