

Sierra Club Lone Star Chapter
Spring 2025 Green Leaders Fellowship Cohort
Austin, TX | Part-Time | Hybrid/Remote

Project Title: Digital Strategies Fellowship

Project Duration: 12 weeks

Organization Description: The Sierra Club's mission is to explore, enjoy, and protect the wild places of the earth; to practice and promote the responsible use of the earth's ecosystems and resources; to educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out these objectives.

Project Overview: Storytelling is the heart of all good organizing. If selected, Sierra Club's 2025 Green Leaders Fellow (Digital Strategies Fellow) will work with our team to complete a digital media public education project focused on water & energy issues. As everyday Texans endure record temperatures, anxiety about the electric grid, water scarcity, and increasing threats to the water quality of our creeks, rivers, bays, and coast, many feel that their only options are to complain into the void or simply put up with the problems as a regular part of life. We believe Texans want better, that they're frustrated, and that, given the opportunity to share their stories and learn about how energy and water decisions are made in Texas, they will find power and inspiration to create change.

The Digital Strategies Fellow, supported by our communications manager and field staff, will lead a 12-week project to create digital media content for energy and water administrative campaigns. Utilizing collaborative community engagement and virtual interviews of Sierra Club volunteers interested in energy and water issues, the fellow will learn from them about their motivations, track their stories, and create content based on those stories tied back to our campaigns to make the electric grid more resilient and to protect our precious water resources.

Project Outcome(s):

- Canva content bank of video and graphic design templates
- Library of at least 15-20 stories from everyday Texans concerned about our campaign issues
- Branded digital and social media content on Texas electric grid and water quality issues.
- Comprehensive assessment of content performance including relevant metrics, analytics, and evidence-based recommendations

Qualifications:

- Graphic and/or multimedia design experience
- Passion, creativity, and curiosity about the lived experience of Texans
- Comfortable engaging with people in an interview setting (face to face and/or phone)
- Interest in issue areas including water quality, climate crisis, and the Texas grid
- Familiarly with multimedia and social media best practices

- Demonstrated ability to be a self-starter and to work well in a collaborative environment
- Good verbal and written communication skills
- Ability to commit to 10-15 work hours per week

Additional Benefits:

- Experience the interpersonal connection and power of grassroots storytelling and organizing
- Receive training and learn the basics of ethical storytelling
- Create and deliver educational material in your own authentic style, resulting in work that can be included in your professional portfolio
- See the workings and structure of major statewide conservation campaigns
- Learn teamwork alongside staff and volunteers
- Provide valuable insight that will help the Sierra Club more authentically inform, educate, and organize everyday Texans
- Learn via practice what type of content most connects with an audience