

EQUINOX CENTER

HEALTHY ENVIRONMENT STRONG ECONOMY VIBRANT COMMUNITIES

San Diego Graduate Students: Are You a Rising Star in Sustainability?

Equinox Center Announces Sustainability Fellowship Program

Are you an aspiring sustainability professional with outstanding research skills or a gift for persuasion? Are you a current graduate student? If so, we want you!

Encinitas-based [Equinox Center](#) announces the launch of a new Sustainability Fellowship Program, an opportunity for exemplary graduate students to gain professional experience and academic credit working for one of San Diego's leading non-profit organizations at the intersection of environment, economy and communities. Equinox is right now accepting applications for fellowship openings for the 2012 spring and summer semesters. Fellows will apply their skills in a fast-paced, entrepreneurial environment where every team member counts, and directly contribute toward helping the San Diego region become a model for sustainable development.

The Equinox Sustainability Fellowship program is made possible by the generous support of the Larry Marcus Family Foundation.

Equinox Center is an independent, non-partisan, not for profit research and communications organization focused on how the San Diego region can achieve a more prosperous economy, healthy environment and outstanding quality of life for all its residents. Led by a distinguished board of directors representing business and community leaders from across the region, Equinox uses policy analysis, communications and convenings to inspire, inform and engage the public and decision makers in crafting bold and intelligent solutions to balance regional growth with finite natural resources.

Game-changing, evidence-based research and analysis, and powerful, persuasive communications are paramount to our success. Our Sustainability Fellows play a pivotal role in both.

We invite you to read on for program and application details.

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Fellowship Details

Beginning in the Fall of 2011, each academic year and every summer (May – August), two current graduate students will be selected as Equinox Center Sustainability Fellows: a Communications Fellow and a Research Fellow. Fellows will have the opportunity to work alongside Equinox staff and board members to conduct social, economic or scientific research and to develop innovative communications strategies to advance the organization's [mission and goals](#).

➤ **Research Fellow**

The Research Fellow will work under the direction of Equinox Center's Executive Director to perform research and analysis on regional sustainability issues, in particular relating to our annual [San Diego Regional Quality of Life Dashboard](#). The Quality of Life Dashboard is a set of

indicators presented through compelling graphics and prose, and backed by credible research and data, that evaluates how our region is performing across a variety of key sustainability measures that affect all of our quality of life. The Dashboard has become a vital tool for the region's top decision makers, providing objective analysis of where we need to improve, as well as concrete policy solutions to get us there.

As a Research Fellow, you will assist in researching and updating data for the annual Dashboard, identify comparison regions/benchmarks, and help retrieve or break down data for the municipal level. You will also help to uncover and distill best practices from around the county as well as innovative policy options from around the world that could be implemented in San Diego. Academic year Fellows will also conduct more in-depth research and write at least one policy brief (under guidance) on one of the issues covered in the Dashboard: climate change, water supply, renewable energy, the built environment, conserved lands and parks, waste and recycling, and green jobs, among others.

The ideal candidate will have:

- A strong comfort level with basic economic or statistical analysis and uncovering and handling data, including reaching out to data sources by telephone
- Understanding and interest in policy, and how data is best used to drive decisions
- A sincere commitment to objective, balanced presentation and analysis of data
- An ability to synthesize complex information into succinct and compelling key takeaways for various audiences (business community, policy makers and general public)
- Excellent communications and interpersonal skills
- Strong comfort with the entire Microsoft Office Suite and especially Excel

➤ **Communications Fellow**

The Communications Fellow will work under the direction and mentorship of Equinox Center's Director of Communications as well as program advisor Larry Marcus (<http://www.marcusstrategies.com/>) to leverage traditional, online and social media channels to bring to life Equinox Center's core issue areas—inspiring and motivating the public and decision makers to take decisive action toward achieving a more sustainable future for the region.

The ideal candidate will have experience in marketing/communications or journalism, as well as knowledge of the intersection between strong economy and healthy environment, through academic studies or professional experience in sustainability, corporate social responsibility and/or public policy. Candidates must be currently enrolled in a relevant graduate-level academic program. Other desired skills include:

- Excellent writing, general communications and interpersonal skills
- Knowledge of how to leverage online and social media tools (Facebook, Twitter, YouTube, LinkedIn, etc.) to achieve strategic communications objectives
- Ability to synthesize complex information into succinct and persuasive key takeaways for various audiences (business community, policy makers and general public)

- Strong comfort with the entire Microsoft Office Suite and ideally basic knowledge of web programming
- Experience with digital arts, graphic design or data visualization OR familiarity with video production and developing online video content would be a strong plus

Stipend

Fellows will work alongside Equinox Center staff at its headquarters in downtown Encinitas (though working from home occasionally is also an option). Through the generous support of the Larry Marcus Family Foundation, Equinox Center will offer each fellow a stipend in addition to coordinating with his or her academic institution to secure academic credit. (Contact Equinox Center for stipend details.)

Other benefits include a highly flexible work schedule and professional development and networking opportunities through invitations to sustainability events throughout San Diego County. There may also be opportunities to be paired with a mentor from among Equinox Center's board and advisors, for career guidance and additional networking avenues.

To learn more about Equinox Center, please visit: <http://www.equinoxcenter.org/about/about-us.html> and follow us on [Facebook](#), [LinkedIn](#) or [Twitter](#).

Application Details

To apply for the **Communications Fellowship**, please submit the following to communications@equinoxcenter.org:

1. Resume and cover letter
2. Two writing samples or one writing sample plus a multimedia sample such as a presentation or video clip that showcases your strategic communications skills and creativity
3. One letter of recommendation

To apply for the **Research Fellows Program**, please submit the following to communications@equinoxcenter.org:

1. Resume and cover letter
2. Two writing samples, including one that includes evidence of primary research conducted by you
3. One letter of recommendation attesting to your exemplary research and analytical skills

About the Larry Marcus Family Foundation

The New Media Fellows Program was created through the generous support of Larry Marcus, a strategic advisor and early supporter of Equinox Center, whose long and successful career spanned media, marketing and finance before turning to philanthropy. As cofounder of River City Broadcasting, owner and operator of 44 television and radio stations throughout the United States, Marcus was instrumental in building the company from the ground up as well as managing it through to its sale to Sinclair Broadcast Group in 1996. Currently, he is Managing Partner of Marcus Investments as well as Chief Executive Officer of Peak Media Holdings, owner/operator of television stations. Through his company [Marcus Strategies, LLC](#), Marcus currently consults in the communications and media sector, and has

served as Director of several media companies. He has also served as Chairman of the Del Mar Television Foundation and served on the advisory board of San Diego-based KPBS public television and radio.

Please direct questions regarding the Sustainability Fellowship Program to communications@equinoxcenter.org.