



## Market Strategies Intern

### Job Description

#### ABOUT NEEP

NEEP is a regional nonprofit that promotes the efficient use of energy in homes, buildings and industry in the Northeast. We advance cutting-edge products and practices through coordinated, whole-building efficiency programs and policies. Saving energy creates a stronger economy, a cleaner environment and a more reliable and affordable energy system. For more information on our organization visit: [www.neep.org](http://www.neep.org)

#### JOB OVERVIEW

The Market Strategies Intern is a 32 hour/week position that supports NEEP's programs and projects to accelerate the market adoption of high efficiency lighting and other retail products for residential and commercial sectors. A particular focus for this position is research to track the status of related programs and policies across the Northeast; assistance to develop and maintain NEEP's web-based resource centers regarding high efficiency products and to use related social media tools; and administrative support for NEEP project managers to maintain effective stakeholder processes. Based in NEEP's Lexington, Massachusetts office, the Intern reports to NEEP's Residential Program Manager and also works with the Commercial Programs Manager, Commercial Programs Associate, and the Manager of Strategic Marketing Communications.

Responsibilities of the Intern may include: research and analysis; materials drafting, preparation, distribution; project management assistance; and administrative tasks.

This is a paid position for 32 hours/week at an entry level hourly rate and can work well as a work-study position. Start and end dates are flexible based on the selected applicant's availability. We encourage student applicants who may be able to receive class credit for their work at NEEP.

#### RESPONSIBILITIES MAY INCLUDE:

##### *Research and Analysis*

- Collect/track information regarding state, regional and national programs and policies relative to NEEP Market Strategies Program areas
- Research status of relevant trade ally activities and update NEEP's contact information
- Report information collected in a standard format
- Conduct analysis of collected information (e.g., budgets and other key trends)
- Prepare summary reports

##### *Resource Center Development and Maintenance*

- Assist planning for updates to and re-design of NEEP web pages for Retail Products, Commercial Lighting, and Solid State Lighting to serve as Resource Centers
- Assist preparation and posting of content to the Resource Centers
- Assist preparation of relevant content for media and social media coverage



### *Project Management Assistance*

- Attend project teleconferences/meetings/events to assist logistics and take notes
- Compile information for project management updates and reports
- Assist with communications to project committee members including maintenance of password protected project web-page
- Listen to and take notes on relevant webinars and teleconferences and provide summaries to NEEP staff

### *Administrative*

- Proof read and/or prepare documents and reports
- Update contacts lists (e.g. distribution lists, private website user permissions)
- Assist preparation of monthly and quarterly reports

The Intern may take on other tasks, based on Market Strategies' Program needs and the Intern's interest and ability.

### **QUALIFICATIONS:**

- Undergraduate or Graduate student in related discipline (e.g., public policy and administration; management; environmental policy) preferred
- Research experience
- Excellent verbal and written communications skills
- Ability to take direction, work independently, and coordinate work with others
- Strong organizational skills
- Proficient use of Microsoft Excel, Word, and PowerPoint
- Ability to be an advocate for NEEP's mission and vision

### **APPLICATION PROCESS:**

Email cover letter outlining your educational interests and compatibility to NEEP's mission along with resume and short writing sample of communications/marketing nature to Bob McTighe, Director of Financial & Administrative Services at [bmctighe@neep.org](mailto:bmctighe@neep.org).