



## **Intern with Northeast Energy Efficiency Partnerships: Strategic Marketing and Communications**

**Northeast Energy Efficiency Partnerships (NEEP)** is seeking a full or part-time intern to assist our Strategic Marketing and Communications Team with research, analysis, media tracking, writing, materials development, and systems and tools maintenance to support NEEP's internal and external strategic communications, marketing and development efforts. This includes support for NEEPs thought leadership, public relations and media outreach, strategic dissemination of NEEP publications, website management, social media, message and collateral formation, and development of reports and other materials to support fundraising.

Assisting one or more members of the SMC Team, intern tasks may include:

### **Marketing/Media Relations/Public Relations**

- Create and organize media list for publicizing specific content to target audiences
- Monitor the media for NEEP news and organize clips
- Draft press releases, announcements, advisories, fact sheets, and briefing materials
- Maintain up-to-date media list for use by SMC team
- Assist in preparing content for social media and email marketing
- Assist in development of News section of NEEP website (speakers' bureau, press kit, etc.)
- Develop a content calendar

### **NEEP Ally Program & Events**

- Research and prioritize potential Allies for recruitment
- Track current Ally engagement with NEEP
- Draft content to be shared RE: Ally news via newsletter, social media, blogs and the NEEP web-site
- Assist Ally Program evaluation and benchmarking

### **Customer Relationship Management (CRM) Database**

- Add/ Update CRM entries
- Align and update CRM & MailChimp contact information based on best available information
- Track Allies and potential Allies in CRM
- Conduct CRM analyses and prepare reports

### **QUALIFICATIONS:**

- Bachelor's degree OR substantial coursework or experience in marketing, communications, public relations or other related field
- Excellent verbal and written communication skills
- Strong organizational skills with the ability to work on and track multiple projects at one time
- Experience with CRM systems and/or social media best practices desired but not required
- Proficient in the use of the English language

Reliable transportation is recommended as public transport is limited. NEEP is based in Lexington, Massachusetts, a suburb of Boston and Cambridge.



### **Compensation and Time Requirements**

NEEP offers compensated internships as well as volunteer positions. Depending on the terms and duration of the internship, NEEP works with candidates to arrange for course credit or State sponsorship. Depending on qualifications and availability, internships may be structured as a few days, a week or full-time. Schedule and start date will be arranged with the hosting NEEP department.

### **When You Apply**

To apply please email a resume, along with a cover letter stating where you saw this posting and outlining your interest in interning at NEEP to Lisa Cascio [lcascio@neep.org](mailto:lcascio@neep.org) with a copy to Bob McTighe, [bmctighe@neep.org](mailto:bmctighe@neep.org). Please indicate “Strategic Marketing & Communications Intern” in the subject line of your email. **No phone calls please.**

- Please tell us why you are interested in working with NEEP’s Strategic, Marketing & Communications
- Please specify the timeframe you are interested in working
- References are needed only upon request
- For more information on NEEP and its important mission visit: [www.neep.org](http://www.neep.org)