**Learn and Earn- All In Energy**
**Communications & Marketing Intern**

<table>
<thead>
<tr>
<th>Anticipated Start and End Dates:</th>
<th>Spring 2020</th>
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</thead>
<tbody>
<tr>
<td>Is Location MBTA Accessible?</td>
<td>Yes:</td>
</tr>
<tr>
<td>Hours Per Week:</td>
<td>Flexible</td>
</tr>
<tr>
<td>Preferred Days of Week:</td>
<td>Flexible</td>
</tr>
<tr>
<td>Work Hours:</td>
<td>Part Time</td>
</tr>
<tr>
<td>Pay Rate and Travel Stipend:</td>
<td>$17/hour + One-Time $280 Travel Stipend</td>
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<td>Internship Class:</td>
<td>INT-299 Internship Class will be taken during Spring 2020 Semester</td>
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**Company Overview:**

We are a local nonprofit called All In Energy, Inc. and we are working to bring adoption and awareness of Massachusetts clean energy programs to a more diverse set of neighborhoods throughout Boston, beginning with areas within Dorchester. Our goal is to bring no-cost home energy assessments to families in the area. These programs are funded by the government and utility companies to increase energy efficiency and reduce energy bills.

**Job Description:**

All In Energy is making the transition to a clean energy economy more rapid and inclusive by creating community outreach campaigns in underserved neighborhoods that drive adoption of energy-saving products and services. We’re seeking a caring and detail-oriented college student or recent graduate to help families in Boston, Cambridge and beyond navigate their way through Massachusetts’ generous, but complicated energy efficiency programs. You’ll be working directly with senior leaders of the organization and your feedback on both tactical and strategic implementation of the program will have a large impact on future campaigns. This position is funded by the Mass Clean Energy Center Internship Program.

The Communications and Marketing Intern plays a critical role in developing and implementing a digital and print communications strategy that complements our field operations and supports our organization’s fundraising efforts.

**Responsibilities will include:**

- Maintain website, including updating blog, partner pages and progress map
- Maintain social media presence on Twitter and Facebook
- Execute a digital advertising pilot by designing and purchasing Facebook and Google AdWords ads, evaluating effectiveness and adjusting as necessary
- Design and adjust event materials, collateral, and giveaways for tabling
- Secure earned media through press releases and building relationships with local media
- Draft direct mail pieces to be sent by partners to their constituents
- Proofread and provide feedback on grant applications, slide decks, and other fundraising materials
- Create and/or manage system to track effectiveness and cost of various marketing channels
- Engage with the residents of our target communities to connect them to no-cost utility energy assessments through tabling events
- Miscellaneous tasks associated with starting up a new nonprofit organization, as needed
Basic Qualifications:

● Maintain website, including updating blog, partner pages and progress map
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Desired Qualifications:

Preferred Qualifications:

● Experience communicating with the residents of low-income and/or majority-minority communities
● Sales, outreach, or organizing experience, e.g. retail, political canvassing, fundraising
● Experience purchasing Facebook or Google AdWords
● Experience gathering and analyzing data
● Graphic design experience or aptitude
● Public speaking experience
● Basic knowledge of how homes use and lose energy
● Bilingual in English and Spanish, Portuguese, Vietnamese, Cape Verdean Creole, or Haitian Creole

To Apply:
Go to GradLeaders and apply today! https://bhcc.edu/gradleaders

Questions?
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