



Community Outreach Coordinator Intern - Digital Marketing

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 community outreach coordinator interns to help launch and execute our first campaign this fall in Dorchester. This is an exciting opportunity not only to learn valuable organizing and sales skills but also to shape the future of a new and innovative non-profit organization. You'll be working directly with the co-founders 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. To participate in the program, candidates must either attend, or have graduated within the past year from, a Massachusetts college or university, or they must be a Massachusetts resident, with proof of residency, who attended an out-of-state college or university. Students pursuing a master's degree are eligible for this program, though Ph.D. candidates are not. For more information on the MassCEC Internship Program visit www.masscec.com/clean-energy-internship-program.

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 emails for partners to send to their constituents
- Draft direct mail pieces to be sent by partners to their constituents
- 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

Required Qualifications:

- Passion and feeling of urgency for addressing global climate change
- Experience in web design or social media for a business, non-profit, team or club
- Experience writing blog posts, published articles, or letters to the editor
- Demonstrated ability to creatively problem solve and overcome obstacles

- Ability to work independently and as a part of a small, nimble team
- Details-oriented and able to keep records and systems organized
- Ability to travel in and around Dorchester (special consideration will be given to residents of this community and the City of Boston)

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
- Fluency in Spanish and/or Portuguese

Hours and Compensation:

- \$15/hour
- Part time or Full time possibilities
- Flexible schedule, with some required evenings and weekends

All In Energy is an equal opportunity employer who values diversity. In particular, we're dedicated to broadening opportunities for individuals from demographic groups that are historically underrepresented in the clean energy economy. We're committed to building an inclusive workplace culture where talented people of widely diverse backgrounds can thrive. We are actively seeking people who bring diverse backgrounds and perspectives to join us in this work.

To apply, please email a brief cover letter and resume to gabe@allinenergy.org with the subject line "Digital Marketing Application."