

Location: Atlanta, GA

Posted/Updated: 5/14/2017

Job Status: Internship

Job Description:

Digital Marketing Associate Intern

SUMMARY:

Developing a digital marketing presence is a time-consuming but important task to embrace the available media channels that are rapidly developed or have developed over time. Digital marketing is a strong component of Smart Grid Consumer Collaborative's (SGCC) marketing strategy to reach as many markets as possible according to our mission statement of listening, educating, and collaborating.

As a digital marketing associate, you will be helping to lead the digital marketing deliverables and creativity for the SGCC. Under the direction of SGCC staff, you will develop and implement digital marketing components using on-line and off-line networks to fully increase SGCC's exposure with www.WhatIsSmartGrid.org, social media channels, educational resources and member groups.

This internship would provide a stipend with an agreed work commitment of 10 weeks. The internship will provide valuable digital marketing, social media and industry specific skills. In addition, the intern will be expected to provide a laptop and will be expected to be present in office 2 days a week.

DUTIES AND RESPONSIBILITIES:

- Provide creative content for consumer-oriented e-newsletter and featured article section on www.WhatIsSmartGrid.org consistent with SGCC's marketing strategies.
- Provide creative digital graphic content and messaging to fully engage existing Twitter, Facebook, SlideShare, Pinterest and YouTube channels.
- Leverage SGCC educational materials by executing marketing plans and member outreach.
- Develop monthly creative SGCC member smart grid stories for industry website.
- Enhance SGCC member group experience through development tactics.
- Creatively organize a digital marketing enhancement project for SGCC.
- Report weekly successes and challenges and conduct overall goal review.
- Perform other specified duties, as assigned.

MINIMUM REQUIREMENTS:

Possess engaging "conversational" writing skills with a professional posture. Must be computer and Internet/search engine savvy to perform online research. Must be proactive and have a strong desire to learn and apply practical learning to enhance presence for SGCC and related companies who are members. Must work well in virtual environment.

KNOWLEDGE, SKILLS, AND ABILITIES DESIRED:

Energy/Electricity Industry

- Understanding of how electricity is generated and sent to homes and businesses
- Knowledge of the terms smart grid and smart meter
- Broad understanding of current energy trends

Technical

- Ability to utilize computerized word processing and internet software
- Ability to multi-task and willingness to work both independently and as part of a team
- Knowledge and understanding of internet operations and functionality
- Ability to read and identify smart grid consumer media coverage from on-line resources
- Graphic design experience on engaging content for the web and social media

Communications

- Writing, proofreading and editing skills
- Ability to create, compose and edit written materials
- Ability to write simply with a conversational style
- Familiarity with AP style
- Ability to conduct and compile research
- Interest in organizing and updating media lists

Social Media Marketing

- Demonstrate a general knowledge of social media tools
- Ability to use syndication and pinging tools/apps for connecting social media sources
- Ability to utilize reporting tools for analysis of traffic, referral links and reader demographics
- Experience with search engine optimization (SEO) including Google AdWords keyword research and site search results
- Ability to work with internal departments to enhance connected sites' features and presence and organize collaborative events

Submit your cover letter, a piece of sample writing and resume to Greg Schwartz, sgcc@smartgridcc.org.

ABOUT SGCC

The Smart Grid Consumer Collaborative is an independent 501 (c)(3) non-profit organization with a mission to serve as a trusted source of information for industry stakeholders seeking a broad understanding of consumers' views about grid modernization, electricity delivery, and energy usage, and for consumers seeking an understanding of the value and experience of a modern electrical grid.

SGCC's unique brand of bringing together varied stakeholders includes members such as Accenture, GE Energy, Duke Energy, Southern California Edison, the Nature Conservancy, Ohio Consumers' Counsel, Purdue University and Public Utility Commission of Texas just to name a [few](#).

To support these members, we have embraced digital and social media in addition to founding a consumer facing website that provides smart grid education and interactive elements. Based in the Atlanta metro area, the SGCC has many membership volunteers and frequently works with contractors and specialists around the United States.

For more information, please visit www.smartgridcc.org and www.WhatIsSmartGrid.org.