

**Location:** Atlanta, GA

**Posted:** 3/15/2018

**Job Status:** Internship

**Job Description:**

Digital Marketing & Communications Intern

**SUMMARY:**

Smart Energy Consumer Collaborative (SECC), a nonprofit research organization focused on the energy industry, is seeking **a creative marketer with a strong writing background** to support digital marketing and communications efforts. We're looking for someone with an aptitude for and interest in digesting complex topics and incorporating the main points into easy-to-understand, engaging content.

Under the direction of SECC staff, you will **develop digital content and marketing materials** to increase exposure to SECC's consumer-facing properties, including [www.WhatIsSmartGrid.org](http://www.WhatIsSmartGrid.org), social media channels and other educational resources. You will also participate in updating industry-facing marketing collateral. You will also have the opportunity to assist in media outreach campaigns, from developing media lists to drafting press releases.

This internship would provide a **stipend with an agreed work commitment of 12 weeks**, with 20 hours per week. We will work with the right candidate on developing a practical, flexible schedule. The internship will provide valuable digital marketing, communications, social media and industry-specific skills. The intern will be expected to provide a laptop and will be expected to be present in office two days a week.

**DUTIES AND RESPONSIBILITIES:**

- Create content for consumer-oriented e-newsletter and write blogs for Featured Article section on [www.WhatIsSmartGrid.org](http://www.WhatIsSmartGrid.org).
- Leverage educational materials by improving engagement within our membership.
- Provide creative content to engage existing Twitter, Facebook, Pinterest, YouTube and others.
- Update marketing materials and create new collateral where necessary.
- Creatively organize a digital marketing enhancement project.
- 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 SECC and related companies who are members. Must work well in virtual environment.

**KNOWLEDGE, SKILLS AND ABILITIES DESIRED:**

**Technical**

- Ability to utilize Microsoft Office suite, including Word, PowerPoint, Excel and Outlook
- Ability to multi-task and willingness to work both independently and as part of a team
- Graphic design experience is a plus, but not necessary
- Ability to read and identify relevant media coverage from online resources

## **Communications**

- Writing, proofreading and editing skills
- Ability to create written materials for a variety of audiences
- 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, including Hootsuite
- Ability to create relevant posts for both professional and consumer audiences
- Experience with SEO, including Google AdWords keyword research and site search results (a plus, but not required)
- Ability to utilize reporting tools for analysis of web traffic

## **Energy/Electricity Industry (*Preferred, but Not Necessary*)**

- 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

***Submit your cover letter, a piece of sample writing and resume to Greg Schwartz, [secc@smartenergycc.org](mailto:secc@smartenergycc.org).***

## **ABOUT SECC**

The Smart Energy 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.

SECC's unique brand of bringing together varied stakeholders includes members such as Accenture, Georgia Power, GE Energy, Duke Energy, Deloitte, Environmental Defense Fund 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 SECC has many membership volunteers and frequently works with contractors and specialists around the United States.

For more information, please visit [www.smartenergycc.org](http://www.smartenergycc.org) and [www.WhatIsSmartGrid.org](http://www.WhatIsSmartGrid.org).