

**Location:** Atlanta, GA

**Posted:** 2/28/2020

**Job Status:** Internship

**Job Description:**

Digital Marketing 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 its digital marketing efforts. We're looking for someone with an aptitude for and interest in digesting complex topics and turning them into easy-to-understand, engaging digital content.

Under the direction of SECC staff, you will **develop digital content and marketing materials** to increase exposure to SECC's digital properties, including [www.WhatIsSmartGrid.org](http://www.WhatIsSmartGrid.org) and social media channels. You may also participate in updating industry-facing marketing collateral.

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 flexible schedule that includes two days in the office and remote work for the remainder of the 20 hours. The intern will be expected to use their own laptop.

**DUTIES AND RESPONSIBILITIES:**

- Create content for a monthly 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 written and visual content for Twitter, Facebook and YouTube.
- Update marketing materials and create new collateral where necessary.
- Start and manage an Instagram account for the organization.
- 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 the digital presence of SECC. Must work well in virtual environment.

**KNOWLEDGE, SKILLS AND ABILITIES DESIRED:**

**Technical**

- Ability to utilize Microsoft Office suite, including Word, Excel and Outlook
- Ability to multi-task and willingness to work both independently and as part of a team
- Some graphic design experience is a plus, but not necessary

**Communications**

- Writing, proofreading and editing skills
- Ability to write simply with a conversational style
- Familiarity with AP style is a plus, but *not required*

### **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 Ads (a plus, but not required)
- Ability to utilize reporting tools for analysis of web traffic
- Experience with YouTube and Instagram is a huge plus

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

- Understanding of how electricity is generated and sent to homes and businesses
- Interest in learning about clean energy, electric vehicles, smart home technology and related energy innovations

***Submit your cover letter, a writing sample 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 Georgia Power, GE Energy, Duke Energy, Deloitte and Environmental Defense Fund, to name just a [few](#).

To support these members, we have embraced digital and social media in addition to founding a consumer-facing website that provides energy 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).