

Marketing Intern Job Description

Date Available: 3/5/2024

Start Date: 4/15/2024



Job Title

Marketing Intern

Supervisor

Marketing Manager

About The Energy Co-op

The Energy Co-op uses the power of community to lead today's sustainable energy evolution. As a sustainability-focused 501(c)(12) nonprofit cooperative, we help our members buy, use, and understand renewable energy. We are Pennsylvania's only member-owned supplier of 100% renewable electricity and 100% renewable natural gas, and we offer affordable, transparently-priced heating oil to members in southeastern Pennsylvania, northern Delaware, and southern New Jersey. We are a small, dynamic team based in Philadelphia, and are seeking a part-time Marketing Intern to assist with building The Energy Co-op's public presence and brand, and better understanding our marketing data and demographics.

Position Overview

The Marketing Intern will support the success of The Energy Co-op's branding strategy, assisting the Marketing Manager with the management of social media channels, copyediting for campaigns and communications to The Energy Co-op's membership community, and market research and data collection. The Marketing Intern will execute a variety of day-to-day responsibilities in tandem with aiding longer term strategic projects and priorities. The individual will gain firsthand experience with the administration and operations of a member-owned cooperative and have opportunities to pursue projects related to their particular interests and skillsets.

Responsibilities

Social Media, Content, and Events (50%):

- Assist Marketing Manager with developing social media engagement protocols and strategies
- Conduct routine maintenance of all social channels (Facebook, Twitter, LinkedIn, and Instagram), including creating new posts, engaging with comments and traffic, and interacting with other accounts
- Provide copyediting assistance for social media and website communications
- Conduct communications testing for major communications
- Create templates for event promotion, strategic partnerships, and other social media posts
- Create designs for branded materials
- Represent The Energy Co-op at in-person events

Research, Data Collection and Analytics (50%):

- Assist Marketing Manager with administrative projects related to demographic research
- Assist Marketing Manager with administrative tasks related to Google Ads and Google Analytics data tracking
- Assist Marketing Manager with data analysis related to marketing and fundraising campaigns, partnerships, and other communications
- Perform external quality checks of The Energy Co-op's website, public reviews, and social media channels
- Conduct research on prospective strategic partners, vendors, and tools

Required Qualifications

- Actively completing final year of four-year degree program, with focus on marketing, advertising, or related field of study
- Excellent verbal and written communications skills
- Intermediate digital marketing platform user experience
- Ability to synthesize and communicate information effectively
- Highly organized with a keen attention to detail
- Strong time management and prioritization skills
- Based in the Greater Philadelphia area

How to Apply

Please submit your resume and a cover letter addressed to Hillary Bedeian, Operations Director, at careers@theenergy.coop, and use *Marketing Intern* as the subject line. Tell us how you learned about this position, and why you think you are a good fit. Review of applications will be conducted on a rolling basis and the position will remain available until filled. No telephone calls, in-person applications, or recruiters, please.

Hours, Compensation & Benefits

This is a part-time, non-exempt, paid internship position for 20 hours per week, with tenure extending through June 28, 2024. The selected candidate will be compensated at a rate of \$16.75/hour. The Energy Co-op prides itself on providing a high-quality work-life balance with competitive compensation.

Equal Opportunity Employer

The Energy Co-op is an equal opportunity employer. Policy prohibits discrimination or harassment on the basis of race, color, religion, national origin, ancestry, gender, age, marital status, familial status, sexual orientation, disability, or veteran status. Further, The Energy Co-op supports and promotes equal employment opportunity, human dignity, and all forms of diversity.

Operating Notice

The Energy Co-op staff currently works on a remote and in-person hybrid basis, with most work performed remotely. Until further notice, employees fully vaccinated against COVID-19 may choose to work in the office or remotely and unvaccinated employees must work remotely. As circumstances change, staff members may be required to work from the office for a specified number of days during the week. When working remotely, the selected candidate will – during normal business hours – be expected to 1) be available for virtual meetings, teleconferences, and calls and (2) be required to designate a safe, quiet remote space from which they can perform their responsibilities without distraction. A laptop computer, docking station, monitor, keyboard, mouse, and riser are provided by The Energy Co-op to be used solely for tasks required of the position. The selected candidate is expected to supply their own mobile telephone and reliable internet service for this position.