Energy Futures Initiative Fall 2019 Internship: Communications & Marketing

Overview

The Energy Futures Initiative is a nonprofit organization founded by former Energy Secretary Ernest Moniz dedicated to addressing the imperatives of climate change by driving innovation in energy technology, policy and business models to accelerate the creation of clean energy jobs, grow local, regional and national economies, and enhance energy security. Interns may also do business-sensitive work for EJM Associates, LLC, a private energy business consultancy.

Research projects cover a wide range of energy issues including, but not limited to, modernization and protection of electricity networks, the skills needed for 21st century energy jobs, technologies to decarbonize energy systems, regional disparities in energy sources, and global and regional initiatives to promote clean energy innovation.

Desired Background

Applicants should be pursuing an undergraduate or postgraduate degree or have recently completed undergraduate or postgraduate work. We prefer candidates who are studying energy issues, and for the communications position will consider candidates pursuing degrees in economics, policy, and communications who have an interest in environmental and energy issues. Competitive candidates will have excellent research and writing skills honed through corporate or government experience, along with a thorough grasp of broad energy issues and the regional impacts of climate change. Superior candidates will also offer the ability to create interactive graphics and videos. Skills in WordPress, coding, InDesign, or Canva are a strong plus, as is experience in email marketing software.

Responsibilities

Working closely with senior staff and principals, your main job will be to assist the Communications Director in preparing content and marketing materials for the think tank and consultancy. Specifics duties include (but are not limited to):

- Assisting Director of Communications and marketing with EFI and EJM’s social media and web presence, including the posting of event videos, news and other updates on LinkedIn and Twitter.
- Updating the EFI website on a regular basis, which includes drafting blog posts on EFI activity.
- Preparing written memos for senior staff on an array of energy-related topics in a well-researched, analytical, and timely fashion.
- Preparing thorough briefing books for the Principals when they travel.
• Creating and maintain databases for content distribution to other energy influencers, reporters, U.S. policy makers and their staffs.
• Proven ability to collate and analyze marketing data—email penetration, open rates, and effective ways of furthering outreach.
• Working with research Associates to create compelling client presentations and business briefing papers.
• Monitoring major energy publications and event data banks to help the EFI team be appraised of the latest professional and technical developments.
• Creating graphic presentations of EFI content that can be shared on social media.
• Assisting in organizing special events ranging from small group briefings to multiday conferences, in some cases working with outside vendors.
• Taking the initiative in developing own research portfolio based on EFI’s core mission areas.
• Creating and scheduling email blasts to promote EFI reports through Constant Contact.

Eligibility & Skills

• Background in energy or communications preferred, candidates will be considered from economics and finance departments
• Current under graduate, post graduate student or recent graduate
• GPA of at least 3.0 (on a 4.0 scale)
• Dedication to accuracy
• Familiarity with PowerPoint, Excel or compatible software products (Google Docs)
• Familiarity with InDesign, Affinity Publisher, and Canva preferred
• Ability to work accurately with complicated data sets to deliver on firm deadlines
• Understanding of the value of social media in promoting policy
• U.S. citizen or authorized to work in the United States for the period

Dates of Assignment
• September to December

Application Materials
• Cover letter
• Resume
• Writing sample (on an energy topic)
• Optional: portfolio of graphic design illustrations

Send applications to nmvolk@energyfuturesinitiative.org on August 7, 2019 by 11:59PM ET. No phone calls please. Please write “FALL INTERNSHIP 2019 – COMMUNICATIONS & MARKETING” in the subject line.