

communications & marketing intern

April 21, 2021

Organization Profile

The Building Energy Exchange (BE-Ex) is an independent nonprofit driving energy efficiency in the built environment through our first of its kind resource center in downtown Manhattan. We act as a hub for activities that help building owners, operators, and designers save money and reduce pollution and carbon emissions through energy efficiency measures. We provide education, exhibits, targeted research and critical tools to advance the energy efficiency of buildings, directly supporting the City and the State's ambitious climate action plans.

Opportunity

BE-Ex is seeking a Communications & Marketing Intern for Summer 2021. Reporting to the Senior Associate, Communications and Programs and working with others, the Intern will assist with communications, outreach, and the coordination of events, programs, and campaigns, including the global social media campaign, Daylight Hour.

Daylight Hour, one of BE-Ex's major initiatives, is an annual social media campaign to raise awareness about the use of natural daylight in lieu of electric lighting in day-lit offices. On June 18, 2021, participating offices around the world will turn off their lights in day-lit spaces and post their involvement on social media, showcasing their environmental commitment and engaging their community.

Responsibilities May Include

- Assist with outreach, marketing, design, tracking, and follow up for Daylight Hour campaign and events;
- Create, schedule, and execute social media content (videos, graphics, and copy) & manage engagement;
- Assist with event planning, outreach, and coordination;
- Assist with the development of general programs and campaigns;
- Assist with CMS data entry;
- Contribute to BE-Ex's online resources; and
- Assist with minor maintenance of the BE-Ex website;

Qualifications

- Experience with social media;
- Familiarity with the Adobe Creative Suite and video editing;
- Excellent verbal, writing, and research skills;
- Motivated self-starter, looking to take on responsibilities as needed in a small nonprofit; and
- Detail oriented.

Preferred Qualifications

- Interest in building science and/or energy and environmental policy;
- Familiarity with Hootsuite;
- Familiarity with WordPress;
- Familiarity with Salesforce;
- Currently enrolled in a degree program (graduate or last 2 years of undergraduate); and
- Able to supply your own laptop.

Timing

This internship will begin in June and last through August (exact dates flexible). Interns must be available to work Mondays–Thursdays, from 10am to 5pm, and to occasionally arrive early or stay late to set up for special events (likely a few times per month, advance notice will be given).

Salary

This position pays \$15/hour and we can also work with your university to gain course credit.

To Apply

Please attach a cover letter, resume, and short writing sample (1-2 pages) **in one PDF file** to an email to: info@be-exchange.org with subject: 2021 Summer Communication & Marketing Intern – [Your Name].

Applications are due by May 28, 2021.