

intern - communications & campaigns

December 15, 2022

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.

Daylight Hour, one of BE-Ex's major initiatives, is an annual campaign to raise awareness about energy efficiency and the use of natural daylight in lieu of electric light, which is the largest consumer of energy in commercial buildings. On June 21, 2023, participating offices worldwide will turn off their lights in day-lit spaces, demonstrating environmental commitment, engaging their community, and highlighting reductions in energy use and carbon emissions.

Opportunity

BE-Ex is seeking an Intern for March 15th to June 30th 2023, with the possibility of an extension. The internship may be done remotely during the academic year, and will then require some in-person attendance.

Reporting to Programs team members, the Intern will assist with communications, outreach, and the coordination and execution of the global social media campaign, Daylight Hour.

Responsibilities May Include

- Assist with the execution of the Daylight Hour outreach campaign, including phone calls, editorial work, press releases, e-mails, and professional correspondence with major industry stakeholders;
- Assist with the design of social media content (videos, graphics, and copy), Daylight Hour campaign material (coloring books, fliers, and similar projects), and Daylight Hour resources (Case studies, energy savings calculator, surveys, etc);
- 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) & track engagement;
- Assist with event planning, outreach, and coordination;
- Assist with the development of campaign strategy;
- Assist with CMS data entry;
- Contribute to BE-Ex's online resources; and
- Assist with minor maintenance of the BE-Ex and Daylight Hour websites.

Qualifications

- Strong interpersonal skills;
- Experience with social media, communications, and/or outreach campaigns;
- Familiarity with the Adobe Creative Suite;
- Excellent verbal, writing, and research skills;
- Excellent time management;
- 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 Mailchimp
- Familiarity with photo and video editing;
- 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 on March 15th and last through the end of June. Exact end date is subject to extension as determined by BE-Ex and intern. Interns must be available to work part-time during the academic year (exact schedule will be determined with intern, 15 hours/week with some flexibility), and full time outside of the academic year, 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).

Virtual work schedule is flexible and can be determined with the intern. When working full time, the intern will be expected to work in person at Building Energy Exchange 1-2 days a week.

Salary

This position pays \$15-\$18/hour depending on experience, 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: 2023 BE-Ex Intern [Your Name].

Applications will be considered on a rolling basis. Final applications are due by January 31, 2023.