



AdvantageGreen Energy Internships Program – Fellowship Position Description

About the Program:

[AdvantageWest](#), the economic development partnership for Western North Carolina, has received funding from the State Energy Office of North Carolina to support the **AdvantageGreen Energy Internships Program**. This program will place nine, 12-month paid-internships with regional clean energy businesses and organizations providing experiential learning and training in a well-supported and supervised work environment. An additional 3 fellows will be placed in public agencies to develop and implement local energy plans as well as support the Building the Clean Energy Economy in WNC Project. Through these positions, the program aims to create a pathway to full-time employment for talented recent graduates of NC colleges and universities, while at the same time helping expand our regional clean energy businesses.

Eligible Applicants:

Applicants must be either (1) a graduate within the preceding three years of an accredited institution of higher education in the State of North Carolina; or (2) be a permanent resident of North Carolina who has graduated from an accredited out-of-state institution of higher education within the preceding three years. Preference will be given to recent graduates of marketing, business, economics, environmental, or public administration programs and/or graduates with degrees and/or experience in related fields of study.

Host Agency Info

Agency Name: AdvantageWest Economic Development Commission

Agency Address: 134 Wright Brothers Way
Fletcher, NC 28732

Type of Agency: Economic Development

Website: <http://www.advantagewest.com>

Fellowship Position Information

Position Name: Clean Energy Economic Development Assistant

Position Description:

The fellow will perform marketing, program development, business development assistance and project implementation work for AdvantageWest and its partners in the specialty area of clean energy and green economic development.

Learning Objectives:

Working with program directors, partners, regional entrepreneurs, manufacturers and others on the following initiatives:

- **Clean Energy Economy Project** – The Fellow will contribute to regional activities through the ongoing “Building the Clean Energy Economy in Western North Carolina” project. The regional activities will include:
 - Assisting in development and implementation of a world-class branding and marketing strategy (including content creation) related to both the Clean Energy Economy Project and AdvantageGreen program
 - Energy literacy and outreach to support the high-level leadership group of WNC clean energy stakeholders
 - Helping to produce a series of clean energy focused Blue Ridge Entrepreneurial Council networking events for regional green entrepreneurs
 - Helping produce at least one clean energy supply chain workshop to help connect WNC firms with emerging clean energy market opportunities.
 - Helping to convene sub-groups of regional clean energy stakeholders around key clusters such as energy efficiency and green building technologies
 - Supporting a press outreach strategy
 - Supporting the completion of a regional clean energy cluster analysis
 - Grant writing and program development to support ongoing project opportunities
 - Other marketing and business development tasks related to the clean energy economy in WNC.
- **AdvantageGreen Energy Internship Program** – The Fellow will support the successful implementation of the program including supporting the intern peer network, helping to organize professional development activities, and assisting with reporting requirements. These activities will provide the fellow with the opportunity to interact with numerous regional clean energy businesses and organizations as well as to build relationships with other clean energy professionals.
- **Energy Planning** - The Fellow will complete **two energy plans** AdvantageWest and/or client entities during the course of this fellowship. (these activities will be supported by a mentor energy expert from Waste Reduction Partners)

Additional Learning Objectives:

- Ability to design and implement branding and marketing strategies, including identifying brand principles, target marketing, campaign development and other skills
- Working knowledge of producing effective marketing collateral and stories, how to publish these through traditional and new media channels, and how to track effectiveness
- General knowledge of energy field including fuels (traditional and alternative), renewable (solar, wind, geothermal, etc.), energy efficiency and related sectors.
- General knowledge of public processes, local, state, and federal boards, commissions, task forces, etc. that are related to the assigned fields.
- General knowledge of appropriate grants and funding sources, administrative guidelines, rules and regulations; and of data sources for census, demographics, economic, and labor market, etc.
- General knowledge of the principles and practices, local, state and federal laws, regulations, and programs relating to energy, the environment, sustainable development, economic development, regional marketing and related fields.

- Skills in functioning effectively as a team member, and in leading and managing team processes.
- Ability to analyze and systematically compile technical and statistical information and to prepare technical reports.
- Ability to evaluate the feasibility of alternative solutions in relation to trends, costs and social pressures, and needs.
- Ability to write contracts and grants and to produce technical reports.
- Ability to communicate effectively in oral and written forms, to interpret technical reports and issues to officials and the general public, and to make public presentations.
- Ability to establish and maintain effective working relationships with public officials, professionals in the field, member-clients, coworkers, supervisors, media, and the public.
- Ability to work creatively, independently, and cooperatively with groups.
- Working knowledge of computers and basic skills in using personal computers for word processing, spreadsheet, presentation and e-mail, internet, web site development and database applications.

Special Requirements:

Possession of a valid North Carolina driver's license and access to a car on a regular basis may be required in the performance of some work.

Physical Demands:

- Some work involved in performing inspections, other field work, or special planning projects may require some or all of the following operation skills: climbing, stooping, balancing, kneeling, crouching, crawling, reaching, standing, pushing, pulling, lifting, grasping, and feeling.
- Must be able to perform sedentary work exerting up to 10 pounds of force occasionally and or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Positions involved in varied field work duties may require being able to perform up to light work exerting up to 20 pounds of force occasionally and or up to 10 pounds of force frequently.
- Must possess the visual acuity to prepare and analyze data and figures, perform extensive reading, to operate a computer, and may require visual acuity to use measurement devices and to determine accuracy, neatness and thoroughness of work.

Duration: This contract position will start in October 2010 and last 12 months 40 hours/week with flexible work schedule, occasional evening and weekend work may be required

Compensation: \$20 / hr

To Apply: Please submit a resume, cover letter, and at least 3 references by email to: **Matthew Raker, Sr. Director AdvantageGreen and Grants Administration** mraker@awnc.org

*At least one of your references should be from the college or university from which you recently graduated

Applications will be reviewed and interviews conducted on an ongoing basis. This position is expected to be filled by September 22nd.