



AdvantageGreen Energy Internships Program - Position Description

About the Internship 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. 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.

Host Business Info

Business Name: Green Opportunities

Business Address: 133 Livingston St.
Asheville, NC 28801

Type of Business: Building Performance Contractor (Non-Profit)

Website: <http://greenopportunities.org/>

Internship Position Information

Position Name: GO Energy Team Marketing Assistant

Position Description:

The **Marketing Assistant's** job entails assisting and implementing all marketing strategies by developing elements essential for organizational growth. They will focus on planning and research to develop the organization's marketing strategies. The **marketing assistant** will be working under the Energy Team Manager and will facilitate business activities.

Learning Objectives:

- Completing sales-related and marketing administrative projects that include running marketing and sales reports, conducting research and other assignments.
- Providing assistance in terms of logistics to events like seminars and trade shows

- Assisting in writing and editing sales and marketing materials, which include articles, presentations, white papers, and collateral.
- Providing assistance in creating and enhancing the campaign list.
- Maintaining project tracking spread sheets and business line marketing calendars.
- Providing administrative aid for various projects related to the market, which includes project meetings schedules, minutes of meetings, transcribing notes and composing memos.
- Developing media packs as well as conducting conferences and trade shows.
- Serving as liaison between advertising agencies and the company, print suppliers, freelance talent, and various marketing services.
- Preparing press releases, company newsletter and event announcements.
- Updating company headlines and news in the corporate website.
- Assisting in promotional strategies and product development.
- Preparing invitations, event agenda, track payments or refunds and registration forms for events.
- Providing personal and administrative support to program managers and directors. The support includes running errands, coordinating travel, preparing appointments and agendas.
- Generating trade show passes, thank you letters, form letters for mailing mass brochures to the company prospective customers.
- Managing marketing and media event budgets and arranging preparatory meetings for trade shows and seminars.
- Validating and fulfilling request for information and marketing, tracking mails and requests.
- Learning the basic workings of the building performance industry

Additional Position Information:

The intern will be working as part of a team that is directly supervised by the Energy Team Manager. The Energy Team Manager has years of experience as a business owner, project manager, trainer and sales manager, and will be helping the marketing assistant develop their skills in marketing as well as their knowledge of the building performance field.

The intern will be part of a team that consists of an Americorps Project Conserve Member, a HERS Rater Technician, the Building Performance Project Managers, the Project Managers Assistant, and the Building Performance crew. There will be many opportunities for the marketing assistant to get hands-on experience in the field as necessary to increase their understanding of the industry. There will also be opportunities for the intern to attend local and regional trade shows that offer professional development education.

Duration: The position will start in October 2010 and last 12 months
40 hours/week, Monday – Friday

Compensation: \$15 / hr

To Apply: Please submit a resume, cover letter, and at least 3 references by email to:
Marcus Renner, Go Energy Team Project Manager marcus@greenopportunities.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.