



Marketing and Advertising Intern

Freedom Solar is the longest-running and largest solar installer in the state of Texas. Founded in Austin in 2007, Freedom Solar now serves every corner of Texas, Denver, and Colorado Springs. Our reputation in both residential and commercial solar is based on our dedication to quality and service.

At Freedom Solar, our mission is to empower everyone to get clean, affordable, and reliable energy from the sun. We take great pride in living by these 6 principles every day:

- Pride in Quality Craftsmanship
- Go Above and Beyond
- Put People First
- Have a Humble Heart
- Give a Damn
- Shoot Straight

Our mission is the heart of who we are. It's a part of why we've been voted Best Places to Work in 2019 and 2020 by the Austin Business Journal! We are experiencing rapid growth. In the past year, we have added **over** 200 new jobs throughout Texas and opened two brand new locations in Colorado. We are spreading the Solar Revolution!

Position Responsibilities: Support inbound and outbound digital and social advertising campaigns through a two-part summer project. Part 1: Conduct a controlled test of messaging, visuals, and design, based on customer insights and brand guidelines. Analyze results to identify the top-performing ad creative and make recommendations on future creative direction. Part 2: Leverage those insights to build a multimedia asset library by collecting onsite photos and videos of solar installation projects and writing copy with variations in headlines, body copy, and calls to action. Must have access to your own design software (e.g. Adobe Suite) and photography equipment or smartphone for photos. Drone equipment and training will be provided by the company.

Required Qualifications:

- Strong verbal and written communicator
- Fast learner with strong business acumen
- Excellent creative and analytical skills
- Must have access to your own design software (e.g. Adobe Suite) and photography equipment or smartphone for photos

Preferred Qualifications:

- Working knowledge of Google AdWords, Facebook Advertising, Microsoft Advertising, and/or Adobe suite
- Pursuing a degree in Business, Communications, or Liberal Arts

Location: On-site at Freedom Solar headquarters - 4801 Freidrich Lane, Ste. 100, Austin, TX 78744

Hours: 20 hours to be worked M-F between 8am and 6pm (flexible)

Pay: \$15/hour