



Lighthouse Solar Marketing Intern Position

Purpose:

Hire temporary intern focused on research relevant to upcoming marketing campaigns and brand awareness.

Candidate:

Individual with organizational and research skills, facility with social media channels, interest in renewable energy markets and enthusiasm for compelling results.

Initial Candidate through *Solar Austin Pathways Program*.

Job Description:

The Intern will work closely with the Marketing Director and CEO at Lighthouse Solar on projects intended to support future marketing campaigns. The work will predominantly involve market research, but will also involve contributing to the production of marketing materials, campaigns and website content.

Intern Responsibilities:

- Provide a computer with internet access and Microsoft Office or equivalent software.
- Access to Adobe design software is not required but preferred.
- Desired experience and skills include facility with Microsoft Office (Word, Excel) Powerpoint. Familiarity with Adobe design software is preferred but not required.
- Strong research skills and good writing capabilities required.
- Remote work with at least 2 virtual meetings per week with Lighthouse staff/supervisor.

Work Projects (sample):

- Develop a database of statewide energy policies by utility/county to be published on the LHS website.
- Analyze Deregulated rate plans for viability of financed solar offerings to identify potential market opportunities.
- Develop list of Architects, Builders and Developers that meet customer/ partner persona.
- Assemble list of Solar Companies in US with Design Build focus or expertise.
- Build Competitive Analysis for Design Build Capabilities
- Assist in Photo Database/ Case studies for Website (Design Build Projects)
- Assist in Photo Database/ Case studies for Website (Residential Projects)
- Assist in Photo Database/ Case studies for Website (Commercial Projects)
- Assemble list of potential candidates for testimonials, develop outreach plan
- Assist in production of Testimonials (Video and Narrative)

Time Commitment and Compensation:

This is a 12 week internship. An equivalent of 15 hours per week is expected, but can be discussed upon scheduling work. Starting pay is \$15.00/hr as an independent contractor.