



NEC SOLAR: CALL FOR RESUMES

Outreach and Marketing Internship

Job Summary:

NEC Solar is an experienced solar installer with a young brand presence in the local market. We are seeking an intern to help build brand awareness, reach out to potential customers, and drive consultation appointments to our Solar Consultant team. We are looking for someone with drive and enthusiasm who loves customer service and is dedicated to environmental preservation and the renewable energy “revolution”. Our goal is to help an intern learn the industry while delivering a high quality real-life work experience in a professional solar installer business. We don’t need you to get us coffee, we’re powered by the sun!

Responsibilities:

- Customer-facing Outreach at Farmer’s Markets, Festivals, and other tabling opportunities throughout the summer; Capture customer data and generate high quality leads
- Research and outreach to schedule events and tabling opportunities throughout RI & MA
- Phone outreach from a list of existing electrical service Customers, and from incoming web leads
- Set customer appointments via phone and coordinate with Solar Consultant Team schedules
- Social Media Content for a variety of outreach platforms – FB, Instagram, LinkedIn, etc.
- Market research on current solar news, technology trends, and local competition
- Assist the Solar Consultant Team, and Project Management Team in any and all additional tasks as needed

Requirements:

- **Positive Attitude – It’s the most important thing.**
- Passion and excitement for the solar industry, renewable energy and the environment
- Resiliency: Ability to problem-solve and respond to challenges independently
- Self-Motivation: Ability to follow task list and identify new opportunities without micro-management
- Patience, tolerance and an open mind with regard to serving the public
- Coursework or demonstrated interest/work experience in marketing, customer relations, and branding
- Coursework or demonstrated interest in renewables, pollution management, PV technology
- Current GPA of 3.0 or higher, and/or 6 months of relevant work experience in customer service
- Must have reliable transportation and be able to transport tabling equipment, Cell phone
- ANY Foreign language experience is a plus! Spanish & Portuguese are preferred
- Digital design experience in with simple Word Doc, Google Draw or Pixlr/Photoshop is a plus

Results:

At the end of the semester we intend to reflect on having a higher volume of customer interactions via sales, appointments, and brand-building platforms on social media. We will provide the Intern with a full personal evaluation that will help improve their skills in the workplace moving forward, and a written recommendation that will help them to obtain further work experience in the renewable energy market.