



## **NEC SOLAR: CALL FOR RESUMES**

### **Outreach and Marketing Internship**

#### **Headline Summary:**

NEC SOLAR provides a great introduction to the solar industry with a combo of STEM, policy learning, and outreach training. You will gain real customer facing experience as a part of our team. We are equal opportunity and welcome people of any background and ability to apply. Position does require travel in RI & MA, but special accommodations can be made for remote work if necessary.

#### **Job Description:**

NEC Solar is an experienced solar installer with a growing demand and strong presence in the RI/MA Market. We are seeking an intern to be the face of NEC, introducing customers to our company. The intern's role is to build brand recognition and awareness, reach out to potential customers, and drive consultation appointments to our Solar Consultant team. We are looking for someone independent and focused with an enthusiasm for customer service, who 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 12 week term; 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 Canva, 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.