



Outreach and Marketing Internship – Summer and Fall

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 and industry insider solar knowledge as a part of our team. We are equal opportunity and welcome people of any background and ability to apply. Position typically requires travel in RI, MA & CT, as well as ability to stand, walk, and lift up to 30lbs for on-site events, 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 outreach, marketing and events prep 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:

Summer & Fall Semester REQUIRE Weekend availability.

- 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 & CT.
- Social Media Content for a variety of outreach platforms – FB, Instagram, LinkedIn, etc.
- Market research on current solar news, technology trends, and local competition
- 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
- 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
- Google Suite – Docs/Sheets, etc.
- Digital design experience with Canva, Word Doc, Google Draw or Pixlr/Photoshop
- ANY non-English language experience is a plus! Spanish & Portuguese are preferred

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.