Marketing Intern Job Description

Marketing and Administrative Intern for Commercial Efficiency Programs
Location: Raynham, MA

Complete Energy Services specializes in energy efficiency and sustainability for commercial businesses.

We are happy to provide interns a chance to learn about the marketing, administrative needs and operations of a small service business. We have a committed and energetic team, and we hope to find interns who will be enthusiastic about our mission, eager to help us build our customer base and spread our message.

We are seeking a Marketing and Administrative Intern to work within our energy efficiency programs and projects in our Massachusetts and Rhode Island territories. The ideal candidate will be part of a team that assists and/or lead campaigns directed toward identifying prospects, decision makers, business or property owners that will allow our team to perform energy conservation assessments.

Position responsibilities may include:

- Improve, refine and develop procedures to implement social media and internet marketing strategies
  - Twitter
  - Facebook
  - LinkedIn
  - Instagram
  - Customer Surveys
  - Blogging
- Find, create, publish, and write blog posts
- Develop, implement and manage a marketing campaign that may include direct mail, email or phone prospecting through fulfillment and tracking
- Create/Update flyers to promote upcoming events
- Record, edit, publish, and promote our weekly blog or video posts
- Assist with trade show and events, including:
  - Creating or updating presentations
  - Assembling marketing materials
  - Purchasing marketing materials
  - Attending and helping at the show

- Develop and implement a referral program
- Create and manage a monthly email newsletter
- Process customer activity reports
- Using online programs, survey customers for feedback
- Conduct outreach and education to targeted customers and schedule energy efficiency audits
- Target and contact key decision makers and develop positive relationships to secure new projects opportunities, sales volume, and market share
- Conduct outbound calling and input customer information in Complete Energy Services proprietary CRM database and utilities systems as needed
- Cultivate effective business relationships and communicate full scope of Complete Energy Services solutions and services to meet customer energy savings requirements
- Represent Complete Energy Services in a professional manner at all times when interacting with customers, suppliers or contractors
- Support customers with the highest level of service and respect
- Manage a professional work environment and reputation reflective of Complete Energy Services's standards
- Develop thorough knowledge of energy industry, structure, trends, and issues to ensure full discovery and understanding of customer's primary business objectives and requirements
- Monitor account plan progress, including market conditions, customer needs, competitive activity and provide progress and execution updates
- Seek internal technical project guidance to ensure achievement of customer satisfaction
- Adhere to company policies and procedures
- Other administrative tasks or additional activities and responsibilities as assigned

Qualifications to include:

- Excellent verbal, written, computer, interpersonal, and technical communication and presentation skills
- Computer & social media savvy
- Strong direct customer contact skills
- Progressive experience marketing door to door and telemarketing a strong plus
- Energy efficiency and renewable technology solutions experience a strong plus
- Ability to communicate technical and energy efficiency information in a simple manner

- Ability to identify customer needs, effectively communicates solution offerings, and position company as top choice provider
- Extremely organized with a high level of attention to detail
- Strong work ethic with a high level of self direction and motivation
- Highly effective and successful lead generation, sales negotiation and closing techniques
- Active participation with local and regional customer-focused, professional, and industry associations
- Demonstrated business sales development, cultivation, and relationship management skills a plus
- Strong organizational skills with ability to manage multiple priorities and business relationships
- U.S. Citizenship or U.S. Permanent Resident status as well as a valid Drivers License and reliable transportation required
- Required to pass background and drug testing for employment
- May be required to pass security clearance investigation

Hours & Commitment

Minimum 20 hrs/wk. Responsibilities can be scaled appropriately if you are looking for a more intense full-time internship opportunity.

Compensation

PAID INTERNSHIP- Complete Energy Services will offer compensation commensurate with experience. We will complete any paperwork required by your internship program and/or provide a letter of recommendation for candidates that complete their assigned responsibilities professionally and successfully.

TO APPLY

Email the following to mduffy@cescorp.com

1. Your resume,
2. A cover letter or paragraph or two on what you intend to gain from this opportunity,
3. Two letters of recommendation or references from a prior company, teachers or non relative,
4. Completed Internship Application

Marketing Intern Application

Please complete and return to: Michael Duffy, 407 South Street East, Raynham, MA 02767 or email: mduffy@cescorp.com

Name: _____

School: _____Year in school: _____GPA: _____

Home address: _____City:_____State: _____Zip:_____

Phone: _____Cell phone:_____Email: _____

Do you have a driver's license and reliable transportation?_____

Have you previously interned anywhere, and if so where?_____

What extra-curricular activities/clubs are you involved with? _____

_____

References: (please list 2 people & their phone numbers who are not relatives)

1)_____

2)_____