



### POSITION DESCRIPTION

**JOB TITLE:** Marketing and Events Intern  
**DEPARTMENT:** Marketing  
**REPORTS TO:** Marketing Director and Events Manager  
**EFFECTIVE DATE:** June 2018  
**TO APPLY VISIT:** <http://ecoamerica.bamboohr.com/jobs>

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### ORGANIZATION & PROGRAM BACKGROUND

**ecoAmerica** is a 501(c)(3) non-profit that builds institutional leadership, public support, and political will for climate solutions in the United States. We conduct and employ consumer research, create large-scale engagement programs, and foster strategic partnerships, helping national mainstream organizations elevate their climate leadership with strategies, tools, and resources to 1) demonstrate visible climate leadership; 2) empower climate literacy; 3) engage all constituents, and; 4) build collective action and advocacy. Founded in 2005, we have a core expertise in consumer marketing and focus on building the base for climate and sustainability solutions by connecting with the core values and day-to-day concerns of Americans, particularly focusing on health, faith, and local communities at a national scale. Further information on our organization and programs is available at [www.ecoamerica.org](http://www.ecoamerica.org).

### POSITION SUMMARY

The Marketing and Events Intern reports to the Marketing Director (50% time) and Events Manager (50% time), supporting key marketing and events initiatives for ecoAmerica, our programs, and our strategic partnership initiatives. She/he contributes to ecoAmerica's success by performing these functions in an effective, timely, professional, collaborative, and cost-efficient manner.

The Marketing and Events Intern will work through September 2018, with possible extension, 30 hours per week, in ecoAmerica's San Francisco, CA office.

## **RESPONSIBILITIES**

### **Marketing Project Support (50% of portfolio)**

- Support planning and production of marketing projects by assisting in the project management of website content, tools/resources, newsletters, videos, presentations, social media campaigns and other corporate communications.
- Assist with developing and managing lists, and updating Salesforce for newsletters and mailings.
- Update project management system and ensure final assets are archived.
- Track and report on marketing initiatives on a monthly or as-needed basis.
- Other projects as determined and needed by Marketing team.

### **Event Support (50% of portfolio)**

- Support event planning and production (invitations, communications, tools, updates, materials, logistics), participant support, event marketing, and onsite production.
- Maintain events lists, ensuring list hygiene. Update contact information in Google docs, event management platforms, and Salesforce.
- Track and report on event attendance and feedback. Support development of event summary reports.
- Other projects as determined and needed by the Events team.

## **QUALIFICATIONS, KNOWLEDGE, AND SKILL REQUIRED:**

- College degree required.
- Interest in marketing/communications and events, 1-2 years experience a bonus.
- Strong written and oral communication skills.
- Ability to manage priorities and multiple tasks. Outcomes, deadlines, and detail oriented. Organized and process-oriented.
- Collaborative, outgoing, and professional.
- Knowledge of and proficiency with Apple operating systems, Microsoft Office Suite, and Google Docs required, experience with Teamwork, Salesforce, and Cvent bonus.
- Commitment to climate and environmental solutions and ecoAmerica's mission.

## **ADA SPECIFICATIONS:**

This position is largely sedentary in nature however one must possess the ability to speak, hear, and write as well as the ability to use a computer and related software programs, and lift up to 20 lbs. Local and/or national travel periodically required.

## **EQUAL EMPLOYMENT OPPORTUNITY**

ecoAmerica provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, ecoAmerica complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of

employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

ecoAmerica expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of ecoAmerica's employees to perform their job duties may result in discipline up to and including discharge.

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.