Internship Description

Internship: Social Media/Marketing and Communications Intern

Organization: U.S. Green Building Council Maryland Chapter

Mission: The U.S. Green Building Council Maryland Chapter (USGBC MD) is a 501(c) 3 nonprofit, charitable organization. We are all volunteer - educating and advocating for green building through outreach and service to professionals, children, community members and legislators.

Vision: USGBC MD’s vision is to transform the way we design, build and operate buildings and communities.

Internship opportunity: Help us get through the fray of all of the OTHER information overloading everyone’s brain cells about sustainability, “do no ‘harm,” re-purposing, transformation, “net positive and net zero,” healthy buildings, social responsibility, LEED, Living Buildings, Living Walls, Green Globes, Green Buildings, codes, ratings, blah blah etc etc etc…. Enliven our website and our social marketing efforts for programs and events so we matter to our members and partners, and they HEAR and SEE the US Green Building Council.

The social marketing and communications intern will develop, design, implement and evaluate a new and “official” communications program for the USGBC of Maryland. The individual or individuals will work with the Communications Committee to create an official program, with a “how to” document so that it becomes a living program that can be implemented on an ongoing basis.

The position reports in a matrix environment, working with the Communications Committee chair person as the main contact. The executive director and Board chair person will be the other key contacts.

We expect to obtain funding to make this a paid position within the next 10 months. The communications will be a big piece of that!

Primary Duties and Responsibilities:

Social Media/Marketing and Communication
1. Develop a communications plan for the chapter. Draft will be presented to the board for approval and implemented when final.
2. Develop interesting and creative communications for chapter programs and events and launch them well in advance through appropriate vehicles to attract participants.
3. Assist in planning communications for large scale events (Wintergreen)
4. Assist in promoting the Living Building Challenge Collaborative Events
5. Develop media strategy for the chapter
Internship Description

6. Develop strategy to grow partnership relationships
7. Develop and implement social media tool for weekly communications (e.g. Hoot Suite scheduling)
8. Evaluate website for enhancement opportunities, make recommendations to board on regular basis; implement as approved
9. Generate social media activities for twitter, pinterest, facebook, linkedin and other social media tools used by the chapter
10. Write blogs on topics of interest as assigned to post to website; update the website with interesting materials,
11. Track and report statistics for media and communication activities to demonstrate effectiveness.

Development
1. Assist in development of ideas for fundraising events
2. Assist in writing grants or researching fund raising opportunities

Qualifications:
- Bachelor’s Degree desired not required
- Creative, innovative
- Knowledge of social media
- Passion for the environment, green building, sustainability, health, or other related social causes
- Strong verbal communication skills and the ability to represent USGBC MD at speaking engagements if needed
- Excellent writing, research and organizational skills

Send resume to Lorraine@dooconsulting.net