



Title: Winter/Spring Marketing Intern, National Offshore Wind Research and Development Consortium

Posting Date: October 27, 2021

Proposed Start Date: January 10, 2022

A marketing intern for the National Offshore Wind Research and Development Consortium (“NOWRDC”) will support digital marketing and administrative efforts.

NOWRDC is a nationally focused, independent, not-for-profit organization funded primarily by the United States Department of Energy (DOE) and the New York State Energy Research and Development Authority (NYSERDA). NOWRDC funds research and development activities that reduce cost and risk of offshore wind development projects throughout the United States while supporting U.S.-based manufacturing and the offshore wind supply chain. With the additional financial support of several states, it is led by key offshore wind industry stakeholders and research institutions. NOWRDC was formed in response to U.S. DOE Funding Opportunity Announcement DE-FOA-0001767. NOWRDC is dedicated to managing industry-focused research and development of offshore wind to maximize economic benefits for the U.S.

NOWRDC’s research and development priorities are summarized in our [Research and Development Roadmap 2.0](https://nationaloffshorewind.org/resources/), available at <https://nationaloffshorewind.org/resources/>. The NOWRDC funds research projects through open enrollment competitive solicitations. For more information about NOWRDC’s organization and focus areas, visit <https://nationaloffshorewind.org/about/>.

The Marketing Intern position will assist in general marketing tasks such as social media, the NOWRDC website, a monthly email newsletter, event planning, and initial planning for NOWRDC’s annual Technical R&D Symposium. The Marketing Intern will report to the Executive Director and Program Manager.

Key Responsibilities:

- Assist Executive Director and Program Manager in managing NOWRDC social media platforms, including LinkedIn and Twitter. This will include using digital design tools to create informative graphics, drafting promotional posts for NOWRDC initiatives, and communicating with the lead contacts of NOWRDC’s technical offshore wind R&D projects.
- Assist the Executive Director and Program Managers in drafting monthly newsletters for NOWRDC members.

Other Responsibilities

- Assist Executive Director and Program Manager in maintaining the NOWRDC website. Tasks may include performing content updates, posting press releases, providing input on and helping implement design improvements, and coordinating with NOWRDC's contracted webmaster.
- Assist Executive Director and Program Managers in event registration setup and promotional outreach.
- Provide regular summary briefs on NOWRDC's outreach metrics across platforms.
- Additional duties as determined by NOWRDC's needs as well as the intern's interests and career goals.
- A commitment of 6-10 hours of work per week (remotely) from January 2022 through June, 2022.

Required minimum qualifications include:

- Demonstrated interest in renewable energy.
- High level of attention to detail.
- Demonstrated problem-solving ability; an entrepreneurial edge, resourcefulness, adaptability, and ability to work independently.
- Strong writing and interpersonal communication skills.
- Experience with LinkedIn and Twitter.
- Experience with or willingness to learn Wordpress, MailChimp, and Eventbrite.
- Experience with or willingness to conduct graphic design.
- A junior, senior, or recently graduated college student with good academic standing pursuing a Bachelor's degree in Marketing; additional suggested majors include communications, business management, environmental studies, and policy.

Compensation:

To be determined.

To apply:

Please submit a cover letter and resume to careers@nationaloffshorewind.org.

NOWRDC is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.