

Energy Research & Marketing Internship in San Diego!

Company was established as a conference company in the energy sector. Since then, they have grown into one of the most highly sought after industry networks. They are a team of cross functional, collaborative, highly motivated individuals that believe in results, values, and customer service. Company's focus is on empowering advocacy efforts and creating open dialogue across the energy value chain. They do this through content generation, workshops, and high level forums held both nationally and internationally.

Responsibilities:

- Assist in researching and developing content for new conference topics, the company's blog, speaker interviews, invitation-only events series
- Database optimization, new data and customer acquisition strategies
 - Assist in the implementation of marketing plans
- Create various collateral, draft content, and communication pieces

Client Profile:

- Bachelor or Master student of Energy Management or similar
 - Attention to detail, as well as outstanding organizational skills
 - Strong interpersonal, verbal (including phone work) and written communication skills
 - Understanding of social media platforms (LinkedIn, Facebook, Twitter, Blogs etc.)
 - Enthusiasm & drive to succeed
 - Basic computer processing skills - knowledge of WordPress, Photoshop & Hubspot a plus
 - Good English is required and Spanish is a plus
- Internship Takeaways:
- A broad and detailed understanding of the US, North American and global energy market, through first-hand access to industry decision makers, renowned academics, and a large network of energy industry representatives
 - The full cycle of event coordination, i.e. sourcing conference venues, hotel and vendor negotiation, technical and logistics requirement of conference, logistics as it pertains to delegate, speaker and sponsor communication
 - Research methodologies to create commercially viable and insightful conference programs
 - Process of selecting, inviting and confirming conference speakers
 - How to use the company's CRM system to accurately track communication, outreach and company activities insights into growing and running a business in the USA

Start Date: October 1 (Potential Flexibility)

Duration: 6-12 Months

Location: San Diego, CA

