



Marketing and Communications Fellow

ABOUT YOU

- You're a mission-driven professional who thrives in an entrepreneurial environment
- You're passionate about clean energy and interested in developing your social media marketing, public relations and impact skills
- You're hungry to make a positive impact in local communities including in Georgia, Washington D.C. and Maryland, helping many who experience energy inequality
- You're an organized, detail oriented, outgoing team player willing to be held accountable to high standards and ambitious results
- You're located in Georgia; preferably in or near LaGrange, GA

ABOUT US

Groundswell builds people-centered solar projects that deliver energy equity and economic opportunity. From project development to project finance, and from construction to customer enrollment and support, we focus on the “community” in community solar. Our solar projects leverage private capital for social good – providing real investment, good jobs, locally generated clean power, and deep energy savings to our neighbors who need it the most.

Groundswell's Share Power™ program is revolutionizing community solar by eliminating barriers like long-term contracts and high consumer credit scores. Share Power™ has the potential to double the addressable market for community solar and deliver deep savings to people who need it the most. Inspired by Human Centered Design and the challenge to “love your neighbor as yourself,” renters and homeowners who join a Groundswell solar project get locally generated power and share savings with local income-qualified households or Empowered Households. By sharing savings, Empowered Household customers can cut their monthly utility bills nearly in half and find relief from the tremendous burden of high energy bills. Groundswell and Share Power™ preserve affordability for all neighbors and helps communities thrive.

ABOUT THE POSITION

This is an exciting, part-time opportunity for a creative and ambitious recent graduate, current student, or professional in the LaGrange or Atlanta area looking to develop a career at the intersection of clean energy and social justice.

The marketing and communications outreach fellow will report to the Director, Marketing and Communications, but also work closely with the Subscriber Management and Technical Operations teams as well as senior leadership. This candidate must have experience with social media marketing and public relations. They must be detail-oriented, organized, and a self-starter that excels in a nonprofit, start-up environment. They must also possess a high-level of drive and passion for our work around energy and economic equity and the ability to operate in a results-driven environment where innovation and creativity are valued and expected.

KEY RESPONSIBILITIES

Social Media (50%)

- Assist in the development of a comprehensive, compelling and results-driven social media plan across multiple platforms that increases brand awareness, drives enrollment and serves to broaden the understanding of community solar and its broad reaching impact
- Manage and execute social media plan including the development of a social media calendar, content development, mining relevant source material and cross-market industry partnerships and funders
- Assist with oversight of the corporate website including regular site review, submitting updates to the home page, Stories, Project, and Press sections; managing partner logo page; and solicit and manage article submissions from staff for Stories page

Public Relations (20%)

- Assist in the development and production of high-quality, informative, and interesting press releases, press kits, and related materials associated with public announcements and events with accountability for impact
- Assist with the distribution of press releases and press relationship management

Metrics (30%)

- Assist in the management of tracking outcome-based performance metrics for communications, advertising and marketing. Use data gathered to shape and recommend revisions to Groundswell strategies to ensure ongoing improvement in impact. Weekly, monthly, quarterly & annual activity reports to include:
 - Public Relations Activity
 - Social Media: Tracking audience numbers, impressions and engagements against goals plus competitor research
 - Website: Review website traffic analytics and provide analysis recap and recommendations to increase traffic
 - Campaign: Gather and report relevant marketing data related to specific campaigns to track impact and success

DESIRED QUALIFICATIONS

- Previous experience with marketing, social media and public relations. Experience in the clean energy industry and/or social justice field is a plus.
- Strong communication and public presentation skills
- Self-starter - motivated, able to work independently and manage multiple projects
- Strong planning capabilities, highly organized, and on top of all the details
- Familiarity with Excel, Adobe, Photoshop, Salesforce or other CRM applications preferred but not required

COMPENSATION

This is a 20 - 25 hour per week, 4-8 month fellowship opportunity. As an independent contractor, fellows receive a stipend of \$1800 per month.

BENEFITS

Groundswell provides a workspace, laptop and other office materials. You will be provided a monthly stipend for cellular telephone use pursuant to the company policy in place at the time of payment.

HOW TO APPLY

Candidates must submit a resume and cover letter to hire@groundswell.org detailing their qualifications and interest in order to be considered for this position.

Groundswell is an equal opportunity employer.