



The Minnesota Solar Energy Industries Association

COMMUNICATIONS INTERN

Job Description

About MnSEIA

The Minnesota Solar Energy Industries Association (MnSEIA) was established in 2009 with a mission to significantly grow the solar industry in Minnesota. MnSEIA is a 501(c)(6) nonprofit trade association with over 100 Minnesota-based businesses and organizations in its membership. MnSEIA represents the business interests of its members and solar energy users to achieve its mission and goals, and it also coordinates with the U.S. Solar Energy Industries Association (SEIA) and other state SEIA affiliates as appropriate.

MnSEIA membership is comprised mainly of photovoltaic and thermal energy professionals and includes solar installers, vendors, developers, distributors, manufacturers, labor unions, law firms, advocacy organizations, educators, utilities, and more. MnSEIA fosters, promotes and advocates for the use of solar energy in Minnesota that best serves the industry and promotes a sustainable future while creating family-supporting jobs.

When MnSEIA was formed in 2009, solar installations in Minnesota generated about 1.5 Megawatts of electricity. This year we will reach 1,000 Megawatts (1 Gigawatt) generated from solar installations. Minnesota has enjoyed the benefits that come from developing a billion-dollar solar industry in state, owing in large part to MnSEIA and its allies' policy efforts that culminated in passage of Minnesota's Next Generation Energy Act, the Solar Energy Standard and a State goal to generate 10% of its energy from solar electricity by 2030, coupled with the Federal Investment Tax Credit for solar development. The industry faces consistent challenges to maintain its healthy pace of growth in Minnesota and to maintain the state policies and Federal incentives that allow solar to flourish in this new era of clean energy adoption.

Job Duties

The Minnesota Solar Energy Industries Association (MnSEIA) Communications Intern engages in media work, public speaking, written materials and any other communications for the members' collective benefit and for general benefit of the trade association itself. The Communications Intern advocates for MnSEIA membership interests in all marketing content, especially regarding the 2018 Gateway to Solar Conference, and helps manage the MnSEIA website.

Duties may include, but are not limited to:

- Draft a communications plan with clear deliverables and a timeline in conjunction with the MnSEIA Communications Director
- Develop media work for MnSEIA by collaborating with local media outlets and attending events to enhance MnSEIA's visibility and earned media
- Revise website content
- Write, review and/or preview Constant Contact emails
- Deploy MnSEIA communications through social media by posting, monitoring and interacting with social media accounts
- Assist with the Gateway to Solar Conference by developing and managing the conference App in conjunction with the Conference Manager
- Provide media and communications support for MnSEIA campaigns

The Communications Intern's performance is measured by the MnSEIA Executive Director and Board of Directors, as appropriate, to ensure the MnSEIA Strategic Plan is successfully executed.

Job Qualifications

- Must be a student attending college or a recent graduate
- Must be capable of developing attractive digital and real-life products, including fliers, basic website design, and social media
- Ability to create digital marketing materials
- Understanding of various marketing software programs, such as conference apps, Constant Contact, and social media platforms including Twitter, Facebook and LinkedIn
- Basic event planning skills and experience
- Strong interpersonal skills and ability to be a team player
- Self-starter who can work independently
- Willingness to work from mid-August 2018 – to mid-December 2018
- Ability to work part-time (approximately 2-3 hours per day, or up to 10-15 hours per week) for the duration of the internship
- Perform with or without reasonable accommodation light office supply lifting (up to 20 pounds); long periods of sitting and standing; work with laptop computers and printers; travel to meetings and events

Compensation and Benefits

The MnSEIA Communications Intern will be a paid position working 10-15 hours per week as the workload and availability merit. This will be a remote working opportunity with in-person meetings as needed. MnSEIA observes Federal holidays, flexible hours, ability to work from home on a partial basis, and ability to engage with a burgeoning renewable energy industry.

MnSEIA is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, gender identity, sexual orientation, national origin, disability status, protected veteran status, or any other characteristic protected by law.

To Apply

E-mail a cover letter and resume to info@mnseia.org. Applications will be accepted until August 10, 2018.

Find out more about MnSEIA at <https://www.mnseia.org/>