

Friday Futures — Nonprofit Marketing Jobs

February 3, 2012

1. Internship
2. New Media Account Executive
3. Outreach & Media Manager

1. Internship

American Wind Energy Association Public Affairs Washington, D.C.

The public affairs department at the American Wind Energy Association (AWEA) is seeking full-time paid interns for the spring and summer semesters to support issue campaigns in key states to promote wind energy in the United States. This position offers college students and graduates the opportunity to learn about wind energy, including the state, federal, and regulatory policies that support it, in the context of media relations strategies and projects.

Job Qualifications

- o Goal-driven and results-oriented, with outstanding attention to detail
- o Ability to work in a fast-paced Public Affairs Department
- o Strong research and writing skills
- o An eagerness to learn
- o Exceptional organizational skills and ability to work independently
- o Proficiency in Word, Excel, PowerPoint, and/or Google Doc equivalents
- o Internet, social media and computer savvy
- o Interest in wind energy

Responsibilities include, but not limited to:

- o Log press inquiries
- o Draft weekly blog posts
- o Outreach to prospective Speakers Bureau members
- o Assist with logistics for press events and online briefings
- o Comprehensive research and document compilation
- o Background research on key reporters and bloggers
- o Assist in monitoring social and new media channels
- o Data entry

AWEA interns are paid at competitive hourly rates based on level of education. For this internship, college juniors and seniors, and college graduates are preferred.

Hours are typically 9 am to 6 pm, with an hour off for lunch, but early morning shifts starting as early as 6 am and evening shifts as late as 11 pm may be arranged if desired.

To Apply:

Send resume to aweapublicaffairs@gmail.com, listing *Public Affairs Intern* in the subject line, or mail to AWEA, 1501 M Street NW, Suite 1000, Washington, DC 20005, attention HR-Public Affairs Intern. In cover note, please indicate specific days and hours available; 40 hours a week is preferred.

AWEA is Metro-accessible. To learn more, visit www.awea.org and www.powerofwind.com

2. New Media Account Executive
Anne Lewis Strategies
Washington, D.C.

Anne Lewis Strategies, a top digital political and non-profit communications agency working with Democratic, progressive and nationally known non-profit groups, is seeking a New Media Account Executive to join our team.

Ideal candidate understands and has experience in interactive marketing (advertising, search engine marketing, social media), online grassroots fundraising, is passionate about progressive politics and causes and can successfully help to develop business for the firm.

We are a small, rapidly growing team and applicants should be able to thrive in an entrepreneurial environment. Over the past 7 years, we have raised \$174 million for our clients. Our client list includes the Democratic Senatorial Campaign Committee, the Democratic Congressional Campaign Committee, EMILY's List, Sen. Kirsten Gillibrand (NY), Environmental Working Group, Sen. Amy Klobuchar (MN), National Parks Conservation Association and the Center for American Progress, among others.

Duties include:

- o Thinking strategically about clients, every day.
- o Developing an interactive strategy for clients, managing fundraising and list growth, and developing and managing projections and budgets.
- o Overseeing day-to-day client relationships, including management of all agency-client communications and deliverables.
- o Writing content for client emails, Facebook pages, and blog posts.
- o Supervising reporting and analysis of campaigns.
- o Developing testing plans, analyzing results, and reporting back to the client.
- o Management of outside vendors, including copywriters, graphic designers, web developers, and advertising agencies.
- o Creating new sources of business.

Ideal candidate will:

- o Have at least four years of experience in progressive or institutional politics.
- o Be detail oriented and maintain high standards.
- o Be a self-starter with a wealth of common sense.
- o Be flexible, adaptable to frequent changes in workload, and willing to work long hours.
- o Bachelor's degree from four-year college or university and four years related experience and/or training; or equivalent combination of education and experience.
- o Working knowledge of Microsoft Office Suite with a particular focus and proficiency in Word, Excel and PowerPoint.
- o Have strong quantitative and communication skills.
- o Have extensive experience in web and email production, including strong knowledge of HTML and CSS.
- o Have at least one year of day-to-day experience managing an online marketing program using one of the leading CRM platforms that serve political, advocacy, and non-profit organizations (e.g. Salsa, BSD Tools, NGP, Convio, etc.)
- o Have basic proficiency in Adobe Photoshop (change text, save graphics for web, etc.)
- o Knowledge of advanced web technologies (JavaScript, PHP, MySQL, etc.) a plus.

Interested candidates should submit cover letter and resume to info@annelewisllc.com.

3. Outreach & Media Manager - Ohio Small Business Majority Columbus, OH

Small Business Majority, a national small business advocacy organization, is seeking a full-time Outreach & Media Manager based in Ohio to work with press and to conduct outreach to small business owners, organizations and other small business advocates. To start, this position will focus mainly on clean energy issues, but will cover multiple issues over the long term. Duties related to this position will be split approximately in-half between outreach and media-related activities. The ideal candidate will have expertise in both areas and be able to work simultaneously on multiple projects. This dual-report position will report to the National Outreach & Government Affairs Director and the Communications Director. This is a 3-month position to start with an option to convert to full-time employment.

Outreach responsibilities include:

- Execute, educate and inform small businesses and the self-employed about clean energy issues
- Identify, develop relationships, and serve as liaison with local and state partners and business organizations that have the capacity and willingness to work as partners with Small Business Majority
- Present information to state and national business groups on clean energy research and other policy issues
- Inform small business owners on how they can take action to affect state policy decisions
- Plan, facilitate, and organize events including conference call briefings on specific issues related to small business owners
- Participate in panels, press conferences, events and possibly testify at legislative hearings
- Supported by Small Business Majority's network coordinator, use creative techniques to help grow the small business owner network
- Fast-track communication with/and secure small business owners for events, legislative priorities and press events
- Update and maintain content in existing educational materials and presentations on energy efficiency and clean energy programs
- Work with Small Business Majority's data team to ensure that appropriate information is entered into system
- Keep detailed records of outreach efforts and work in conjunction with development manager to present information for funder reports

Media responsibilities include:

- Pitch stories, secure media coverage and place op-eds and other pieces Stay on top of critical news and developments
- Maintain and grow our database of local and national media contacts
- Develop and maintain relationships with print and online editors, writers, producers, bookers, etc.
- Search for interview opportunities and speaking engagements
- Respond quickly to media inquiries
- Write and distribute press releases, talking points, and other materials
- Work with Communications Director to coordinate launches and media events
- Track news coverage on key issues, legislation, partner organizations, etc.
- Manage the organization's social media platforms (Facebook, Twitter, LinkedIn, blogs)

Qualifications:

- Superior interpersonal and communication skills, both written and verbal
- 3 years PR or media experience

- Must be a “people person”
- Interest in advocacy and public policy
- Collaborate in nature with ability to work with team members across the country
- Self-starter; deadline oriented; personable—able to foster positive working relationships with colleagues, media professionals, partners, etc
- Knowledge of social media platforms
- Experience in the clean energy field preferred. Any of the following experience also a plus: small business, healthcare, access to capital

We are an E/O Employer.

Submit resumes to: humanresources@smallbusinessmajority.org