



The Minnesota Solar Energy Industries Association (MnSEIA)

MARKETING & EVENTS INTERN

Job Description

About MnSEIA:

The Minnesota Solar Energy Industries Association (MnSEIA) was established in 2009. MnSEIA's mission is to grow solar energy industries as part of Minnesota's clean energy transition by delivering strong public policy, education, job creation and sustainable industry development.

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 promotes the use of solar energy and conservation that best serves the public interest to improve the environment for a sustainable future while creating family-supporting jobs.

MnSEIA hosts an annual two day working conference, called Gateway to Solar, each fall. It brings together solar practitioners from across the country for in-depth educational keynotes and panels, fun off-site events, and quality networking and business opportunities. In 2019 we had over 400 attendees and 63 sponsors. This year the Gateway conference will be October

18-19th at the Hyatt Regency Hotel in Downtown Minneapolis. This event is a major fundraiser for MnSEIA and supports our year-round legislative and regulatory work.

Job Duties:

Duties may include, but are not limited to:

1. Assist with the Gateway to Solar Conference in October (18-19th):
 - a. Help build out the Conference App in conjunction with MnSEIA's Marketing Manager. No coding or previous App building experience is necessary but strong organizational skills are.
 - b. Help drive social media marketing and attendee registrations.
 - c. Use the social media scheduling platform Hootsuite to schedule Twitter, LinkedIn, and Facebook posts.
 - d. Assist with graphic design needs.
 - e. Drive attendee registration by emailing colleges, members, partners and associations.
 - f. Be onsite during the Conference to support MnSEIA staff, take photos, and live-Tweet throughout the event.
2. Collaborate with local media outlets to get MnSEIA more visibility and earned media.
3. General social media support: post, monitor, and interact with social media accounts.

This position will report to the Member Engagement & Marketing Manager, Abbi Morgan, who runs MnSEIA's annual conference. The internship will start the first week of August. The position will wrap up at the end of October with the possibility to extend if MnSEIA staff have further projects to assist with.

Skills:

- Experience writing and posting social media content.
- Experience working with Canva to create graphic design content.
- Ability to adapt quickly to change and a fast environment (in order to support staff at the Conference.)
- Self-direction and ability to take on new projects as they arise.

Compensation and Benefits:

The MnSEIA Marketing & Events Intern will be a paid position working 10-15 hours/week as the workload and availability merit. Compensation is \$15/hour. You will be asked to work more in the week or two leading up to the Gateway to Solar Conference and it would be preferred that you be onsite during the conference. This is a flexible role with the option to work remotely. MnSEIA has an office on University Avenue in St. Paul that you can work out of if you want.

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:

Please submit a cover letter and resume to info@mNSEIA.org with the subject line “Marketing and Events Intern” followed by your full name. Please make sure all documents are submitted in PDF format.

All applications should be submitted by May 21st. Applications received after that date may or may not be considered.

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