



## **Job Title – Marketing and Social Media Intern - Fall 2015**

Are you excited about entrepreneurship in the Cleantech sector? Do you want to help organizations reduce their greenhouse emissions? Are you looking to work in an exciting start-up environment that has a product ready to go? Are you interested in working at the ground floor of a start-up just starting to sell and distribute their product?

CoolGreenPower creates a public benefit by providing solutions that reduce energy consumption and emissions while helping customers to save money. We provide these solutions to businesses, governments, and non-profits.

In May 2015, we launched our first set of products, COOLNOMIX® smart energy efficiency devices for commercial air conditioning and refrigeration which significantly reduce energy consumption while improving temperature control / comfort. Energy savings average 35% for air conditioning and 25% for refrigeration. We are looking to transform how the world discovers the great opportunities to save money while reducing emissions using our proven technology.

Our ideal candidate is someone who is developing a career in HVACR technologies, is energetic, loves social media and website creation. Someone who is thoughtful when interacting with online communities and building relationships. You should be someone who wants to learn and is willing to help as necessary in an entrepreneurial environment.

### **What You Will Learn:**

- Experience maintaining and improving a commercial website, including B2B eCommerce
- Maintaining and expanding a social media presence for the business with tools such as Twitter, Youtube, LinkedIn, Facebook, Hootsuite etc.
- Interacting with HVACR media channels (eg, online, print) as a channel to grow our brands
- How to communicate with sales to produce great collateral and create compelling content
- Business experience from our dynamic leadership team who have more than 50 years of combined experience in building start-ups and in leadership positions in Fortune 500 companies
- How to interact with technology inventors to understand first-hand how their HVACR technologies work to save our planet and translating that to effective marketing material
- Entrepreneurship

### **What We Require:**

- Actively studying for HVACR certificate or degree program
- Background in web development tools and social media
- Strong communication skills and a high level of integrity
- Proficiency in Microsoft office tools or Apple pages (eg, presentation, spreadsheet)
- Organized, with an ability to prioritize time-sensitive assignments
- Creative and flexible mindset
- Familiarity with social networking sites
- Socially conscious individual

We value our interns and we work to make sure you receive a learning experience that fits your career goals.

### **Responsibilities**

- Maintaining / improve our website, including our B2B eCommerce platform
  - developing / adding new content (eg, news, case studies, events)
  - continuous improvement of existing content
- Expanding our social media presence
  - weekly or more frequent posts on social media
  - maintain the platform for social media, (e.g. Hootsuite or other)
- Interacting with the media
  - Identifying / follow up with HVACR product media opportunities
  - Facilitating articles, interviews, and videos
- Working with sales to build or refine collateral
- Contributing ideas

Prior experience with B2B marketing is a plus however, internal drive and a desire to reduce carbon emissions is more important.

If this sounds like a role for you please send your resume to [hr@coolgreenpower.com](mailto:hr@coolgreenpower.com)