



## **Marketing & Business Development Intern Boston, MA / Remote**

Kim Lundgren Associates, Inc. (KLA) is seeking an organized and driven Marketing & Business Development Intern for Summer 2024. The intern will work on projects related to sustainability and climate action planning, marketing and communications. The internship is an opportunity to work with an established start-up in the sustainability/climate change/clean energy space on a range of tasks that could include social media and marketing, writing blog posts, newsletters and proposals, completing research and developing best practices, and supporting climate action planning processes. Interns will have the chance to contribute to clean energy initiatives for communities nationwide. The internship is 100% remote.

KLA is a benefit corporation that partners with local governments to build the sustainable communities they envision. We do this by delivering affordable tools and services to assess, plan, implement, evaluate, and communicate sustainability goals and programs. KLA works with local governments across the country to deliver high quality, data driven climate action and sustainability plans and programs.

KLA is also committed to the values of diversity, equity, and inclusion, and we are committed to supporting young professionals from racial/ethnic backgrounds underrepresented in climate adaptation, mitigation, and the clean energy field. As such, individuals who identify under the imperfect term “BIPOC”, that is: Black, Indigenous (or of aboriginal descent), and/or as a person of color, any intersection therein and are from historically excluded backgrounds are strongly encouraged to apply.

### **Responsibilities**

This position will be responsible for the following tasks:

- Draft and develop materials including newsletters, blogs, articles, and more for climate action outreach on behalf of KLA and its local government clients
- Assist with content, logistics and promotion of KLA staff and client conference sessions
- Conduct research on local, regional and national media and initiate outreach to pitch stories on behalf of KLA and clients
- Support business development by assisting with drafting responses to RFPs (Requests for Proposals) for local governments to expand KLA’s client base
- Keep a finger on the pulse of social media trends, best practices, memes, and other opportunities to optimize KLA social media; draft social media content for LinkedIn and Instagram

### **Required Qualifications**

- Must be a junior or senior pursuing a bachelor’s degree; Graduate students preferred

- Entrepreneurial spirit – must be comfortable in a startup environment
- Demonstrated interest and/or experience in local government, climate action, sustainability, public policy, or related field
- Strong written and verbal communication skills
- Ability to organize data and research into user-friendly formats
- Comfort working independently, as well as working in a collaborative, team environment
- Eager to work in a fast-paced environment
- Proficiency in Microsoft Suite, including strong working knowledge of Excel

#### **Preferred Qualifications**

- Data visualization experience
- Experience monitoring media, creating press lists, and/or pitching reporters
- Familiarity graphic design using Canva or Adobe Creative Suite or web design through WordPress
- Experience or knowledge in SEO and keyword optimization strategies
- Knowledge of current social media trends (specifically within Instagram and LinkedIn)

#### **Details**

- Requires at least 30 hours per week for 12 weeks between June and August.
- Pays \$20/hour.
- Fully remote role.

**Please submit a letter of interest, resume, and two relevant work samples to [admin@kimlundgrenassociates.com](mailto:admin@kimlundgrenassociates.com). Please do not submit academic reports.**

**For best consideration, applications for Summer 2024 must be submitted by April 15<sup>th</sup>, 2024.**

Kim Lundgren Associates, Inc. is an Equal Opportunity and Affirmative Action Employer.

Please note: Kim Lundgren Associates, Inc. does not accept resumes submitted by recruiting firms. Unsolicited resumes will be ineligible for referral fees.