

Job Title: Marketing & Events Intern

Location: Remote within commuting distance of Los Angeles, Pasadena, San Francisco, or San Diego

Verdical · (vər-dək-(ə)l) · n. an upward trend in positive environmental impact

WHO WE ARE

- Verdical Group is a leading sustainability consulting firm focused on decarbonizing the built environment. We've developed a nationally known brand and industry leading reputation over the past nine years since the company was founded in 2012.
- We specialize in the following services:
 - **Engineering:** energy modeling, daylight modeling, life cycle assessment, commissioning
 - **Green Building Certifications:** LEED, Fitwel, WELL, Living Building Challenge, CALGreen
 - **Sustainability Strategy:** net zero, zero carbon, program management
 - **Events:** we produce the nation's largest annual [Net Zero Building Conference](#).
- Our core values include: environmentalism, fun, inspiration, adventure, and continuous learning.
- We're a growing group of 20 team members with an aggressive plan to grow our revenue and team.
- We have offices in Los Angeles, Pasadena, San Diego, and San Francisco.
- We are a net positive company, having officially offset our entire historical carbon footprint dating back to the company's founding in 2012, plus ten percent. We also don't accept funding from fossil fuel companies.
- We're incorporated as a benefit corporation and a high-scoring [Certified B Corporation](#), we meet rigorous standards of social and environmental performance, accountability, and transparency.
- We are a 1% for the Planet [Member Company](#): we walk the talk - donating 1% of our annual revenue, not just profit, to environmental nonprofit organizations.
- We're committed to antiracism: our diverse team is one of our greatest assets.
- Visit us at www.verdicalgroup.com to learn more and watch our About Us video [here](#).

WHO YOU ARE

- A student who will be enrolled in classes and available to participate in this internship February 2024 - October 2024 (including summer term).
- Able to attend and help staff the Net Zero 2024 Conference on September 17-18 in Anaheim, CA.
- An all-star talent who wants to work as part of a highly respected and growing team.
- An inspired change maker who enjoys working in a fast-paced environment.
- A strong writer and verbal communicator with flawless follow up.
- Extremely organized with a fastidious attention to detail.
- You thrive in a work hard/play hard environment where you're surrounded by like-minded, passionate sustainability professionals who are working to change the world.
- Comfortable managing multiple projects simultaneously to meet deadlines in a timely manner

REQUIRED QUALIFICATIONS

- Current enrollment in an undergraduate or graduate program, majoring in Event Planning, Marketing, Communications, Sustainability, Environmental Science or a related field.
 - o If college credit is not available, you will need to provide written documentation from the school stating that the internship is approved and/or sponsored by the school as educationally relevant.
- Demonstrated interest in green building and sustainability
- Strong experience producing events (vendor, venue, caterer, and volunteer coordination)
- Substantial experience managing branded social media channels
- Strong writing skills, preferably with professional blog and/or news-writing experience

PREFERRED QUALIFICATIONS (NOT REQUIRED)

- Photography and/or design experience
- Working knowledge of HTML and CSS
- Well-skilled in Adobe Suite (InDesign, Illustrator, and Photoshop) & Microsoft Office Suite (Excel)
- Software proficiency: MailChimp, WordPress, Eventbrite, Salesforce

BENEFITS

- Exposure to work in the green building/sustainability industry
- Exposure to cutting-edge sustainable design work, events, and technologies
- Work directly with Verdical Group leadership
- Your name listed as author on published blog posts on our website
- Attend industry events and visit project sites
- Quarterly Verdical Group team hikes

APPLY

- Send an email with both PDF cover letter and resume attached to: applicants@verdicalgroup.com
- Title the combined PDF and the email “Marketing & Events Intern-[Your Name]”
- We welcome applicants of all backgrounds and encourage potential fits to apply even if you do not meet the criteria outlined above. We look forward to hearing from you!

THE INTERNSHIP PROGRAM

- This is an unpaid internship with the potential to move to a full-time position pending performance and position availability.
- The time commitment for this position is roughly 16-20 hours per week.
- Our internships are designed for proactive and passionate rising stars who can contribute to our team in the ways they are most passionate about. Interns can propose projects they would like to work on with approval.
- The intern will work remotely from a home office, attending in-person meet-ups near the closest office location roughly once per month.
- The intern is responsible for supplying their own cell phone and laptop to complete internship assignments.
- Intern responsibilities may include the following assignments:
 - o Participating in weekly VG full team meetings
 - o Assisting the VG team with Net Zero 2024 Conference planning and management
 - o Supporting sponsorship and marketing outreach for the Net Zero Conference
 - o Assisting with tracking/record keeping of marketing partner deliverables
 - o Assisting with reporting and data analysis following the Net Zero Conference
 - o Creating content for social media pages and growing followers (Facebook, Twitter, LinkedIn, and potentially Instagram)
 - o Tracking and analyzing Website, Social Media, and Email Marketing Analytics
 - o Conducting administrative tasks such as folder organization, contact uploads, etc.
 - o Managing volunteers for Verdical Group’s events
 - o Providing support for other events managed by Verdical Group, as needed
 - o Preparing and designing presentation slide decks
 - o Curating content for e-newsletter blasts
 - o Designing graphics and marketing materials
 - o Writing for print and web (blog)
 - o Writing articles to place in the press
 - o Writing press releases
 - o Updating VG’s various websites via WordPress
 - o Conducting industry research
 - o Photographing current and past projects, travelling to project sites to capture images
 - o Updating VG’s business contacts database
 - o Contributing to LEED credit documentation and research