

Job Title: Social Media & Marketing Intern

Office Location: Downtown LA, or Pasadena

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

WHO WE ARE

- Verdical Group is a leading full service green building consulting firm specializing in: Certification Project Management (LEED, WELL, Living Building Challenge, CALGreen, etc.), Energy Modeling, Commissioning, Net Zero Design and Program Management. We also produce the nation's largest annual [Net Zero Building Conference](#).
- Our core values include: environmentalism, fun, inspiration, adventure, and learning.
- A growing group of 9 team members.
- Certified B Corporation, meeting rigorous standards of social and environmental performance, accountability, and transparency.
- 1% for the Planet Member Company: we walk the talk, donating 1% of our annual revenue, not just profit, to environmental nonprofit organizations.
- An equal opportunity employer; our diverse team is one of our greatest assets.
- Visit us at: www.verdicalgroup.com and watch our About Us video [here](#).

WHO YOU ARE

- 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 a fastidious attention to detail and flawless follow-up.
- You thrive in a work hard/play hard environment where you're surrounded by likeminded, passionate sustainability professionals who are working to change the world.

REQUIRED QUALIFICATIONS

- Current enrollment in an undergraduate or graduate program, majoring in Marketing, Communications, Sustainability, Environmental Science or a related field
- Demonstrated interest in green building and sustainability
- Substantial experience managing branded social media channels
- Strong writing skills, preferably with professional blog and/or news-writing experience
- Well-skilled in Adobe Suite (InDesign, Illustrator, and Photoshop) and Microsoft Office Suite

PREFERRED QUALIFICATIONS (NOT REQUIRED)

- Photography experience
- Working knowledge of HTML and CSS
- Software proficiency: MailChimp, WordPress, Eventbrite, Salesforce

BENEFITS

- Exposure to work in the green building/sustainability industry
- Work directly with Verdical Group's Principal and team managers
- Exposure to cutting-edge sustainable design work, events, and technologies
- 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 "Social Media & Marketing Intern-[Your Name]"
- We look forward to hearing from you!



THE INTERNSHIP PROGRAM

- Verdical Group's internships are unpaid with the potential to move to a full-time position pending performance and position availability.
- 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 from our offices in either Downtown LA or Pasadena. They may occasionally work from home with approval.
- 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 Creating content for social media pages and grow followers (Facebook, Twitter, LinkedIn, and potentially Instagram)
 - o Tracking and analyzing Website, Social Media, and Email Marketing Analytics
 - 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 the VG website via WordPress
 - o Conducting industry research
 - o Photographing current and past projects, travelling to project sites to capture images
 - o Preparing sponsorship and marketing outreach for the Net Zero 2019 Conference
 - o Assisting the VG team with Net Zero 2019 Conference planning and management
 - o Conducting administrative tasks such as folder organization, contact uploads, etc.
 - o Updating VG's business contacts database
 - o Contributing to LEED credit documentation and research