

## Job Title: Marketing & Events Intern

Office Location: Remote, 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](#).
- You are committed to making a positive social and environmental impact on the world.
- Our core values include: environmentalism, fun, inspiration, adventure, and learning.
- A growing group of 10 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](http://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 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 likeminded, 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. 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 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
- 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](mailto: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

- 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 should expect to work remotely from a home office often.
- 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 2021 Conference planning and management
  - o Preparing sponsorship and marketing outreach for the [Net Zero Conference](#) and [Trailblazer Gala](#)
  - 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 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 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