



Marketing/Communications Intern 2021

The Ohio Fuel Cell Coalition is a non-profit trade organization created over 20 years ago to advance Ohio's position within the fuel cell industry. The OFCC's mission of uniting industry, academic, and government leaders to work collectively to strengthen Ohio's fuel cell industry and to accelerate the transformation of the region to global leadership in fuel cell technology has been successful. The Coalition was established to ensure Ohio's presence both regionally and nationally in current fuel cell discussions and will work to:

- Build upon existing industry and academic strengths of research and development, advanced manufacturing, advanced materials technologies, components, and services to advance the integration of a coordinated, robust fuel cell infrastructure and supply chain.
- Promote public awareness about the positive role fuel cell technology can play as an efficient, reliable and environmentally responsible source of energy in a wide variety of applications.
- Expand networking and information sharing opportunities that lead to greater alliances and understanding of the economic opportunities available to Ohio organizations.
- Encourage federal funding that will leverage state resources in the development of fuel cell technology and the locating of commercial development, manufacturing assets, and job creation in Ohio.

Marketing/Communications Intern:

- Responsibilities (may include some but not all)
 - Support marketing planning and execution
 - Assist in marketing and advertising promotional activities
 - Develop a social media plan, write copy or research information for social media posts, promotional emails, and other marketing collateral
 - Update website design and information and assist in its management
 - Assist in developing membership engagement
 - Prepare promotional presentations; PowerPoint layouts
 - Help distribute marketing materials
 - Manage and update company database
 - Help organize marketing events
 - Other duties as needed

- Work Hours & Benefits
 - Our basic hours are 9 AM – 4 PM, but there is flexibility. You will have the opportunity to work at your pace, unless there is a time concern. Social media updates need to be timely and relevant. Depending on your location, you will work mostly remote, but will need to be in the office or at/on meetings as requested. You will be working closely with our executive and assistant director. Our main office is located in Elyria, OH, with our executive director working in Dublin, OH. The start/end date of the internship is negotiable.

- Qualifications and Skills
 - Applied understanding of basic marketing and principles
 - Familiarity with major social media platforms (Facebook, Twitter, etc.) as well as best practices for highest engagement
 - Website design (we use Squarespace)
 - Creative problem-solving skills
 - Self-starter with ability to work independently
 - Excellent written and verbal communication skills
 - Understanding of SEO techniques and best practices
 - Basic photography, image and video editing, and graphic design skills

- Education and Experience Requirements:
 - Current enrollment or completion of Master's degree in marketing, business, communications, and knowledge of alternative energy and/or fuel cells a plus.
 - Proficient with the use of Microsoft Office (Excel, Outlook, PowerPoint, Word)
 - Social media experience and management tools (Hootsuite, etc.) a plus
 - Knowledge of the website platform Squarespace preferred