



**UNITED GREEN**  
**Direct Unpaid Internship**  
**Marketing & Sales Intern**  
**Management/Marketing**  
**Undergraduate Students**

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### **Company Background**

Green Marketing and Promotion - United GREEN is a division of the 501(c)3 nonprofit Heartland Coalition. We help people and communities achieve a sustainable future by promoting clean energy and environmental protection. The goal of the nonprofit United GREEN (GrassRoots Environment and Energy Network) is to speed the transition to a sustainable future for all the people of San Diego. By sparking collaborations between key public and private entities, we nurture shared leadership and solutions to the sustainability challenges ahead.

### **Project Overview**

Marketing Interns will learn the following:

1. To setup a Google Blog and a twitter account (Become a creative writer and reviewer for your audience)
2. Top 55 Social Media Markets and how to get maximum marketing exposure
3. About Keyword linking campaigns, news and Media marketing, and easy add features to achieve maximum exposure
4. About Press Release marketing
5. To research Government databases collect data for redistribution to the public sector
6. How to research new product inventions, discoveries in renewable energy, solar, wind, gas and water and how to submit News stories
7. Learn about advanced Video marketing Power tool, how to Podcast Videos, news, stories, or just recordings, which systems get the most exposure from Google
8. Learn about MySpace and YouTube marketing through Video marketing
9. Learn to research News stories that are industry relevant and repurpose content
10. Learn how to pull data feeds from your Twitter and Digg accounts and have them appear in your Facebook and Blogs for your audience
11. Learn the secrets of getting 1,000's of followers in a matter of a few weeks
12. Learn about online marketing, Ad Banners, Text links and how to get them for free
13. Learn which sites are the best Social Media sites to be listed on
14. Learn where and why a particular Web site is good to advertise on or get linked from.

Sales Interns will learn the following:

1. LEARN how to write an effective phone script
2. Learn how to track sales calls with online apps
3. Learn the importance of Teamwork in achieving top production
4. Help build sales packages from customer feedback
5. Learn the elements of Effective Telemarketing
6. Learn how to process customer orders and credit card orders online

## **Skills and Requirements**

- Must have good communication skills, college student preferred, and prior sales and marketing experience a plus
- Must be computer literate, Internet savvy, understand how to post HTML links no programming necessary, An ideal candidate will have an out going personality, and love to write in blogs about their social interests in Solar, Green, and ECO friendly environment. Have experience with Microsoft office products, Word, Excel and Power Point or Keynote apps. Interested or have an iPhone and follow environmental iPhone apps and be able to demonstrate the use of such apps
- Bonus if you also have experience with Adobe apps such as Photoshop, inDesign, Illustrator, and Premier Video or Apple Final Cut Pro. Have experience shooting videos and video editing. These will all be used as part of our marketing campaign in the field of Social Media Marketing

## **Benefit to the Student Intern**

The student intern will be able to learn all aspects of social media and sales.

To apply send your resume to Mark Hanson at [markhanson@unitedgreen.org](mailto:markhanson@unitedgreen.org)