

SAMPLE INTERNSHIP DESCRIPTION – NOT CURRENTLY OPEN – FOR INFORMATION ONLY

VP Marketing/Sales Internship The Green Building Initiative

The Green Building Initiative is a nonprofit who promotes sustainable green building practices. To help achieve that goal, we license an environmental rating and assessment tool, Green Globes, to the building and construction marketplace. We have a major competitor and we are working to capture a particular niche in the marketplace.

We are looking for an intern who is interested in learning more about "green" and can help us with these activities. While this is not a paid position, the on-the-job training will be invaluable. We need someone to research contact lists, build marketing campaigns, execute on those campaigns and follow up with phone calls to potential campaign attendees. There will be the opportunity to interface with all of the different divisions and to have a hands on understand of how a marketplace evolves, accepts and adopts a new product.

The intern that we are looking for needs to be able to commit at least 20 hours a week to working with us on marketing outreach projects. A marketing, PR or business student would be able to work with the expectations that we are setting. We would like our intern to start no later than June and are hoping that they could start earlier.

With Portland being noted as one of the greenest cities in the US, this is an opportunity to work into this marketplace from the ground up.

SAMPLE