

## **SAMPLE INTERNSHIP DESCRIPTION – NOT CURRENTLY OPEN – FOR INFORMATION ONLY**

### **Western Development Internship Horizon Wind Energy**

#### **GENERAL DESCRIPTION:**

The intern will be responsible for working with the Western Region team to develop an overall public relations offensive pertaining to Horizon's Western Region portfolio. This PR strategy will be utilized by Horizon's Western Region with the potential for adoption by other wind industry members working in western states. The intern will obtain knowledge on key environmental, political and legislative issues throughout the western states and work with internal and external parties (including other regional developers and NGOs) to develop a comprehensive strategy that can be implemented industry-wide in the western region.

#### **MAIN ACCOUNTABILITIES:**

Lead the effort to develop a public relations campaign for Horizon's Western Region portfolio.

- Correspond with industry-supported NGOs to develop a broadly supported message
- Develop a comprehensive database of key stakeholders, media contacts, and decision-makers for message targeting that can be used for future mass mailings and press releases
- Identify key supporters and opponents in each project area
- Develop an initial plan for a marketing campaign, including sources of funding
- Other tasks as determined through consultation with project managers and developers
- Assure that all tasks are coordinated with Horizon Corporate Marketing efforts and standards

Attend community outreach events and get hands on experience talking about wind energy and the company to interested parties.

In consultation with internal teams (environmental, PR, etc), develop an overall company message and strategy on sensitive issues, particularly wind energy interactions with threatened and/or endangered wildlife.

Additional duties as required and discussed with project managers.