



SBN-SBLP MARKETING AND COMMUNICATIONS INTERN- Fall 2011

ORGANIZATIONAL OVERVIEW:

Launched in 1988 as the Responsible Business Alliance, the Sustainable Business Network of Greater Boston (SBN) is a 501(c)(3) nonprofit organization with the mission to build economies that are local, green, and fair. With over 1000 locally owned and independent businesses and individuals participating in SBN's projects and programs, SBN remains the leading organization of sustainable business in the Greater Boston area.

SBN currently organizes and leads the following programs: The Sustainable Business Leader Program, the Boston Local Food Program, Local First Networks, and the SBN Leadership Exchange.

PROGRAM OVERVIEW:

Launched in 2008, in partnership with the Massachusetts Department of Environmental Protection and the Boston Redevelopment Authority, the Sustainable Business Leader Program (SBLP) is a practical and affordable certification program that helps businesses "green" their operations and practices while saving valuable natural resources and money and reducing their carbon footprint.

Through personalized technical assistance and guidance, the SBLP helps business owners and staff identify areas for environmentally sustainable change, connects them to information and resources to help them do so, and provides them with hands-on support throughout the process to make "going green" easy, rewarding, and fun. Businesses who successfully complete the program become certified as *Sustainable Business Leaders* and are widely recognized for their achievements and commitment to environmental sustainability.

The Sustainable Business Leader Program takes a comprehensive approach to sustainability, covering seven key categories: Energy Efficiency, Water Conservation, Waste Management, Pollution Prevention & Safe Alternatives, Transportation, Local Purchasing & Local Food, Sustainability Management.

For more information see: www.sustainablebusinessleader.org

POSITION DESCRIPTION:

SBN's Sustainable Business Leader Program (SBLP) is seeking a part-time Marketing & Communications intern to help manage and expand its various marketing and communication efforts, including but not limited to:

- Aiding in the development and implementation of a traditional media outreach strategy
- Contributing and helping to maintain SBLP's social media networks and discussion platforms

- Writing SBLP blog content and performing outreach to industry experts for blog content
- Regularly updating SBLP website content, including: news, events, SBLP participant and graduate profiles, etc.
- Creating original case study profiles of SBLP graduates
- Event promotion
- Tabling at area sustainability events

QUALIFICATIONS AND DESIRED SKILLS:

- Academic or professional background in marketing and communications or similar field
- Background and interest in environmental sustainability a must
- Excellent writing and verbal communication skills
- Experience working with Facebook, Twitter, and Linked-In
- Ability to learn new concepts quickly with minimal guidance
- Must be able to work well both independently and in a group
- Knowledge of Drupal and/or WordPress a plus

OTHER REQUIREMENTS/INFORMATION:

- A minimum commitment of 15 hours per week for a period of 3 months is required
- Must have own laptop computer and cell phone (or Skype etc.)
- Work location & schedule is flexible – however, must be able to meet in Cambridge 1x/week
- MBTA Pass subsidy will be provided
- Interns receive free entrance to all SBN events excluding ALLocal Dinners (unless providing volunteer support for the event)
- This is an unpaid internship

HOW TO APPLY:

To join SBLP's dynamic team, please send your resume and a brief e-mail detailing your interest and qualifications to: Katrina Kazda, Managing Coordinator, katrina@sbnboston.org