

Understanding our Career Fields

GET FAMILIAR WITH OUR 18 CAREER FIELDS

#15 Green Tech, Sustainability & Environment

Why choose Green Tech, Sustainability & Env?

Interns will be exposed to our world’s impact on the environment and how we can use technology to reduce the imprint that humans leave behind and may find themselves working within renewable energy, solar energy, electric vehicles, and more.

Benefits of interning in the Environmental Field

- you will Apply your skills to a real-world cause
- you will Gain hands-on experience
- you will get to See the big picture

Key Skills you may learn

- Business Development
- Campaigning
- Client Relations and Support
- Lobbying
- Market research
- Marketing Strategy (to market green products)

- Product Design
- Product Marketing
- Product Testing
- Project Management
- Research and Analysis
- Research Regulations & Standards
- Technical Support

Sample Future Careers

- ★ Environmental Consultant
- ★ Chief Sustainability Officer
- ★ Environmental Health & Safety Specialist
- ★ Food Scientist
- ★ Forest and Conservation Technicians
- ★ Renewable Energy Consultant

PLACEMENT PROJECT PLAN SAMPLE FOR INTERNSHIP IN Green Tech, Sustainability & Environment

Placement

Placement: Marketing & Merchant Acquisition Internship (Greentech) @ ReSpek
Placement Career Field: Green Technology, Sustainability, & Environmental
Placement Country: South Africa

Project 1: The intern may analyze the market and identify leads aligned to our industry and in high-growth markets. Project may require initial research into which markets and key target areas, followed by generating lead lists through data mining and research. In the first instance intern may be exposed to current sales cycle and outcomes to best identify the 'most valuable customer profile' as well as key traits for successful customers. Once identified, presented to, and approved by the Business Development team, the intern may begin prospecting their own leads through careful research, inputting all data and key metrics into the CRM system. All work may be done in alignment with the current Business Development process and potentially in parallel with the Marketing team's lead generation efforts. Depending on scope and skill the intern may be able to run reports on the forecasting of new business for the next quarter based on new leads.

Project 2: The intern may be responsible for day-to-day email production including content creation, campaigns, QA, and deployment (videos, landing pages, emails, webinars, presentations, white papers...) You may use email automation tools to create mobile-responsive email templates, analyze email databases, Implement surveys, A/B testing for lead generation. For all updates, the intern may require analyzing campaign performance and suggest improvements.

Project 3: To support brand awareness, lateral growth, and strategic partnerships we would like the intern to help identify a set number of potential strategic partners (influencers, organizations, etc.) you think we should develop a relationship with. Once identified, you may provide specific information based off criteria we may provide (e.g., core offerings, additional features, team size, etc.). Additionally, we would like you to justify why you think each would be a good partner based on value alignment, brand synergy, etc. Finally, we would ask that you create a final report and presentation to illustrate your research. Depending on scope, skills, and timing the intern may be given a chance to create a project plan for securing the partnerships noting key project milestones and goal metrics.

Other Projects :

The intern may review current social media accounts and assist with streamlining company social media accounts (e.g., Facebook, Twitter, LinkedIn, YouTube, Instagram, and other social media platforms), ensuring uniform content and tone of voice for landing pages, graphics, and other elements within the communities. The intern may ensure that all comments, likes, or questions are responded to professional, quickly, and aligned to the brand. Following the approved social media strategy, the intern may support the creation and posting of all approved content to various platforms utilizing key automation tools for greater efficacy.

This project may require the review of 3-6 key competitor's social media presence, strategy, and followers. The review may include the competitors' presence on social media, recent press coverage, and recent press releases. In completing the review, the intern may need to create and present a full report on their findings and recommendations including who to follow, customer targets, potential partners or advocates, and suggested messaging.

Please note: The projects and actual tasks may vary and can be discussed with your supervisor prior to and during your internship.

Skills You Will Learn

General Skills: Communication skills; Oral/Written Communications; Work Productively / Self Motivate

NACE Career Readiness Skills: Critical Thinking/Problem Solving; Oral/Written Communication; Professionalism/Work Ethic

Career Field Skills: Campaigning; Market research; Marketing Strategy (to market green products)