

Position Title: Communications Intern
Reports to: Director of Member Communications & Manager of Communications
Location: Arlington, VA

Summary Description

The ACCA Communications Internship position includes assisting the Communications team in all internal and external communications activities. Tasks may include, but are not limited to, making updates to the website, drafting and scheduling social media posts, building and sending newsletters, minor graphic design, photo and video editing, and assisting with project management.

The intern will report directly to the Director of Member Communications and the Manager of Communications.

Specific responsibilities may include:

- Support the Communications team in keeping the organization's web-based platforms (e.g. websites, blogs, and social media) up-to-date
- Assist with optimizing content and engaging audiences strategically for ACCA's online platforms
- Contribute to writing projects such as guest articles and blog posts
- Support weekly, monthly, and yearly communications campaigns, including email, social media and website posts
- Develop social media collateral for ACCA member contractors
- Assist staff with creating engaging videos, graphics, newsletters, and reports
- Support outreach initiatives to attract new audiences, including researching, writing, and copy editing
- Interview ACCA members to write member spotlight pieces
- Draft and proof press releases
- Maintain, edit, and manage editorial calendars
- Run data analytics reports

Preferred Qualifications:

- Knowledge of Microsoft programs (required) and Adobe Creative Suite (preferred)
- Familiarity with online design tools, such as Canva
- Experience with video editing software such as iMovie is a plus
- A passion for and understanding of digital and social media channels and trends
- Some experience with content tools such as WordPress or a similar system – bonus points for experience with various digital analytics or publishing tools such as Google Analytics, SproutSocial, or eClincher
- The ability to work on multiple projects simultaneously, manage deadlines, and collaborate
- Solid writing, proofreading, and editing skills
- Availability for 15-20 hours per week (teleworking option available)

About ACCA

The Air Conditioning Contractors of America (ACCA) is a non-profit national association whose membership includes more than 60,000 professionals in the indoor environment and energy services community. Members install, maintain and replace air conditioning and refrigeration systems in homes and business across the United States. Our roots stretch back to the early part of the 20th century, and the organization was incorporated in its present form over 40 years ago.

We are the industry's voice advancing the HVACR contracting industry and promoting professional contracting, energy efficiency, and healthy, comfortable indoor environments.

The HVACR industry employs over two million heating, ventilation, air conditioning and refrigeration professionals, including contractors, distributors, engineers, and manufacturers, and is responsible for manufacturing, distributing, and installing the products that consume nearly half of the energy produced in the United States.

Contact: Send resume and brief cover letter detailing your qualifications and availability to melissa.broadus@acca.org with the **subject line** of Communications Intern and your last name.

Program schedule:

ACCA runs a year-round internship program. If you are unable to join us for the sessions below, we welcome you proposing another period:

- Spring internship will run from January to May
- Summer internship will run from June to August
- Fall internship will run from September to December

ACCA is an equal opportunity employer and will not discriminate because of race, creed, color, national origin, sex, sexual orientation, age, disability, or marital status.