

Position Title: Marketing Intern
Reports to: Director of Marketing
Location: Arlington, VA
Date Prepared:

Summary Description

The ACCA Marketing Intern is responsible for supporting the marketing and product department. The intern will report to the Director of Marketing and will collaborate on executing our event, membership, and product marketing strategies. Through this internship you will acquire experience on working with outside marketing agencies, freelance designers, list management, printers and more.

This position is project-based. While the internship is unpaid, and the ideal candidate will receive educational credits. Responsibilities/projects will include but are not limited to the following initiatives and activities.

Specific responsibilities may include:

- Update/Redesign product catalog for Spring.
- Update training catalog.
- Drafting marketing communications for product sales.
- Drafting marketing communications for membership recruitment.
- Events Mobile App content updates.
- Website and social media updates.

Qualifications:

- Excellent oral and written communication skills.
- Fast learner, eager collaborator; meticulous attention to detail.
- Demonstrated ability to be both a team player and an independent hard worker.
- Outstanding organization, communication, leadership, and interpersonal skills.
- Willing and able to complete at least one project (hours per week are flexible).

Preferred Qualifications:

- Excellent computer knowledge with proficiency in MS Word and MS Excel.
- Familiarity with CRM tools, MS Dynamics preferred.
- Familiarity with and interest in social media including Facebook, LinkedIn, Twitter, and Instagram.
- Solid writing, proofreading, and editing skills.

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 christine.gibson@acca.org with the **subject line** of Marketing 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.