

Position Title: Membership and Outreach Intern
Reports to: Director, Membership and Advocacy
Location: Arlington, VA
Date Prepared: 9/17/2019

Summary Description

The Membership and Outreach Intern will directly assist the Membership department with a wide range of projects related to recruitment and retention. This unpaid internship is designed to be both educational and practical. In this position, the intern will learn how to take skills she or he may have acquired in school related to his or her particular area(s) of interest and apply them in a professional setting. The candidate will gain firsthand knowledge about the backbone of any grassroots organization, our members and business partners, and will gain professional experience in communications, marketing, analytics, outreach, and possibly event planning for a nonprofit organization.

About ACCA

The Air Conditioning Contractors of America (ACCA) is a non-profit national association whose membership includes 3,000 businesses in the indoor environment and energy services community. Our roots stretch back to the early part of the 20th century. 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.

Specific responsibilities may include:

- Create new content and processes to support member recruitment, onboarding, retention and engagement.
- Conduct telephone and email outreach to members and prospective members.
- Assist with membership and business program administration including maintaining a data-rich Customer Relationship Management (CRM) system.
- Respond to web correspondence, social media posts, and emails.
- Research and report trends in the HVACR industry.
- Create engaging blog and social media content, including infographics.
- Work with the on-site Manager of Communications to create and implement social media campaigns.
- Create documents, drafts, and reports.

Qualifications:

- Current or recent enrollment in a graduate or undergraduate degree program with an interest and aptitude to work in association management, marketing, fundraising, sales or advocacy.
- Excellent oral and written communication skills.
- Ability to prioritize tasks and handle numerous assignments simultaneously.
- Experience in sales, fundraising or grassroots campaigns a plus.
- Working knowledge of Facebook, Twitter, Instagram and YouTube.
- Proficient in Microsoft Office and internet applications.

Contact:

Send resume and brief cover letter detailing your qualifications and availability to matt.grizzard@acca.org with the **subject line** of Membership and Outreach 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.