



## GREEN BUILDING ALLIANCE COMMUNICATIONS AND DEVELOPMENT INTERN *SUMMER 2019*

### OVERVIEW:

Green Building Alliance's (GBA) Communications and Development Intern will translate programmatic impact through diverse storytelling media. Reporting to the Communications Director, this position will support daily writing and marketing needs, including producing web copy, blog articles, and press releases. The intern will also support the Relationships & Community Director with donor database management and fundraising event logistics. This position will provide real-world exposure to nonprofit communications, with a particular emphasis on writing and story craft.

*Green Building Alliance is a nonprofit organization that advances innovation in the built environment by empowering people to create environmentally, economically, and socially vibrant places. Founded in 1993, GBA is one of the oldest regional green building organizations in the United States. It proudly serves Pittsburgh and the 26 counties of Western Pennsylvania, with stakeholders across the world. Visit [go-gba.org](http://go-gba.org) to learn more.*

### COMMUNICATIONS DUTIES:

- Research and write creative blog posts about green building and related products, projects, and practices
- Edit and update web resources and technical articles
- Work with GBA members, colleagues, partners, and supporters to produce guest blog posts
- Assist in the creation of a weekly e-newsletter
- Monitor news trends in sustainability, community development, local policy, and technological innovation
- Pitch organizational successes for placement in local and national media publications
- Help collect and analyze GBA's social media post-performance data
- Monitor GBA's brand presence on social media
- Other special projects per intern's goals and interests

### DEVELOPMENT AND FUNDRAISING DUTIES:

- Maintain and update donor database and files, including logging donations, generating and sending donor acknowledgements, and logging donor appreciation efforts
- Conduct prospect research on individual, foundation, and corporate donors
- Assist with annual fundraising gala (Emerald Evening) logistics and sponsor communications
- Help organize and track annual membership campaign and all other development efforts
- Help create donor solicitation materials, including letters, electronic presentations, and informational packets
- Strengthen member, sponsor, and donor relationships and engage in strategic outreach to help advance GBA's mission

## REQUIRED EXPERIENCE, SKILLS, & ABILITIES

- Excellent writing and copy-editing skills
- Self-motivated and detail-oriented, able to think both creatively and analytically through assigned projects
- Technical research skills using primary (personal interviews and fact-finding) and secondary sources
- Desire to learn more about sustainable development; general curiosity and nerdy enthusiasm toward the world appreciated
- Experience working with Wordpress, Mailchimp, Facebook, Twitter, LinkedIn, Instagram, Flickr, Tumblr, Pinterest, and YouTube
- Responsible, dependable, ethical, and committed to GBA's mission
- Experience with Adobe Creative Suite a plus; familiarity with CRM preferred
- Must be enrolled in an academic program; bachelor's degree in related field preferred

Intern must complete assignments at GBA's offices on the South Side of Pittsburgh. This paid internship requires a commitment of 40 hours per week. Internship will run from May through August 2019, with continuation into fall 2019 possible; duration is negotiable and dependent upon performance.

**Please submit a cover letter and resume to [hr@gbapgh.org](mailto:hr@gbapgh.org) by May 2, and include "Communications and Development Intern" in the subject line.** No phone calls, please.