



Job Title: (Paid) Marketing Intern  
Hours: Part-Time, 4-8 hours per week  
Duration: July through December 2021, with the potential to extend  
Location: Virtual  
Level: Undergraduate or Graduate  
Compensation: Dependent on experience and education level  
Apply: Send resume to [impel@lbl.gov](mailto:impel@lbl.gov)

The Role: This is a great opportunity for anyone who wants to launch a communications career in climate technology! IMPEL<sup>+</sup> is looking for a marketing intern that takes the initiative to present creative new ideas and execute on them. Work with our dedicated leadership team to gain exposure to the National Labs network, and help bring cutting-edge technologies to market. If you are an excellent communicator who is passionate about climate action, please apply!

#### What You'll Be Doing:

- Market research
- Website management
- Social media engagement
- Develop quarterly newsletters and mailing lists
- Help plan outreach events, including pitch coaching workshops
- Ensure consistent branding and written messaging across marketing collateral
- Identify and execute opportunities for IMPEL<sup>+</sup> to present at events, get profiled in industry periodicals, etc.

#### Who You Are:

- Strong, professional communicator to both internal and external audiences
- Takes initiative to present new ideas and execute on them
- Organized, detail-oriented, and able to prioritize efficiently
- Creative thinker, with graphics and writing skills
- Resourceful, finds a way to overcome obstacles
- Enjoys collaborating with a small team
- Thrives in a fast-paced environment
- Passionate about climate action

#### What IMPEL<sup>+</sup> Offers:

- Fun learning environment with incredible growth opportunities
- A fun, dedicated core team with partners in the government and private sector
- A broader network of climate tech innovators, incubators, national lab scientists, and the federal government
- Exposure to clean tech and climate tech industry
- Exposure to cutting-edge technologies in the buildings and energy space

More About Us: IMPEL<sup>+</sup> stands for Incubating Market-Propelled Entrepreneurial-Mindset at the Labs and Beyond. We are a program based at Lawrence Berkeley National Laboratory, and funded by the U.S. Department of Energy's Building Technologies Office. IMPEL<sup>+</sup> provides early stage building technology innovators with pitch coaching and pipeline access to incubators and accelerators. Learn more about IMPEL<sup>+</sup> at [impel.lbl.gov](http://impel.lbl.gov).