RTCC Internship Opportunities
Summer 2019: PR & Communications Intern

About Us: The Research Triangle Cleantech Cluster (RTCC) is an industry-funded, nonprofit initiative of business, government, academic, and nonprofit leaders focused on accelerating cleantech innovation and economic growth in the Research Triangle region. Our program of work includes business growth and economic development, regional and global marketing, talent attraction and development, and ecosystem engagement.

About the Internship: We are seeking a part-time intern to join our team for Summer 2019, with potential to continue into fall. We have outlined several priority projects (described below), but you will be able to customize projects to suit your interests, skills, and desired outcomes.

1. Create new marketing collateral
   - Background: RTCC has extensive marketing collateral, but we need new content for existing templates (Stories of Innovation) and new “success story” projects (talent stories, stories showing membership value).
   - Project Overview: Interview member companies & talent, write & format one-pagers. Project can be expanded to include marketing campaign for new materials, if desired.
   - Deliverable: 1-2 new one-pagers each per month
   - Skills gained: content production, interviews, storytelling

2. Assist with organizational PR & communications
   - Background: RTCC has several outlets to showcase thought leadership (WRAL TechWire, internal blog/newsletter, social media, etc) but needs additional capacity to create content.
   - Project Overview: Write relevant, timely content promoting RTCC activities/events or in response to cleantech news, to be uploaded to blog or submitted for publication. Intern may also contribute to or write press releases / media releases, or assist with weekly emails, as needed.
   - Deliverable: 1-2 pieces (op-ed/article/blog) per month
   - Skills gained: content production, PR, digital communication

3. Assist with website update
   - Background: RTCC needs to update our website, but needs assistance with project management and content production.
   - Project Overview: Develop & propose new structure for RTCC website, draft content, archive resources, and work with RTCC staff to enact changes
• Deliverable: proposed website structure, final website refresh
• Skills gained: project management, website development, content production

ABOUT THE INTERNSHIP
Location: RTCC office, 1575 Varsity Dr, Raleigh NC 27606 (subject to move within Raleigh)
Time Commitment: 10 hours/week from June-August 2019, with potential to continue in fall semester
Compensation: $13-15/hour, dependent on candidate qualification
Qualifications: Undergraduate or graduate student with interest in clean technology and PR/communications. Must be familiar with MS Office Suite. Experience with design software preferred. Must be motivated, organized, and responsible.
Misc: Must provide own laptop.