

<b>WIE Externship Title:</b>	B2B Software Content Strategy		
<b>Department/Group:</b>	Marketing/Customer Education	<b>Reporting to:</b>	CEO
<b>Location:</b>	NY, NY	<b>Travel Required:</b>	No Travel Required
<b>Contact:</b>	Deirdre Lord	<b>Date Posted:</b>	July 22, 2019
<b>Experience requested:</b>	Interest in energy and energy markets; business, marketing experience a plus	<b>Posting Expires:</b>	October 26, 2019

**Applications Accepted By:**

**EMAIL:**

info@themwh.com  
Subject Line: WIE Externship-  
Marketing & Customer  
Education

**ABOUT THE MWH:**

The Megawatt Hour platform is designed for finance professionals, energy and facilities managers and consultants seeking better energy outcomes. MWh's goal is to transform the energy industry in the interest of end-use customers. The online software is designed for professionals who want to lower energy costs, manage energy expenses and information quickly, easily and with better results. We provide businesses, hospitals, colleges, universities, consultants, and advisors with cost and price transparency and we deliver time and cost savings.

**Job Description**

**ROLE AND RESPONSIBILITIES**

The MWh WIE Marketing and Customer Education Externship will provide the successful applicant with real-world experience in planning and developing highly targeted, actionable energy information and content. At the end of the externship, the successful applicant will have developed and, ideally, begun to implement an energy information program for the MWh's prospective customers (higher ed, hospitals, large energy users).

The goal of the content and information program is to:

- Educate customers about the importance of an energy information and data analytics platform in their day-to-day decision-making process;
- Enhance energy market transparency.

**EXTERNSHIP REQUIREMENTS**

MWh externship will require no less than 15 to 20 hours per week of time. Candidates can work remotely, but MWh expects interns to be available to present their work once or twice a week, depending on the week. The successful candidate will be a highly motivated self-starter with an entrepreneurial spirit.

**PREFERRED SKILLS**

Some marketing, business experience preferred but not required.

**ADDITIONAL NOTES**

For more information about MWh, take a close look at the existing content on MWh homepage ([home.themwh.com](http://home.themwh.com)).