



**Communications Internship – Market Development & Innovation
Washington, D.C.
Full-time or part-time, Temporary**

About the Organization

CLASP serves as the leading international voice and resource for appliance energy efficiency policies and market acceleration initiatives. From advancing off-grid solar technologies, bringing power to energy-impooverished people, to cutting the catastrophic climate impacts of air conditioning, CLASP programs increase uptake of affordable, low-impact, high-quality appliances. We're mission-driven, impact-focused, and committed to a culture of diversity, transparency, and collaboration. [Learn more here.](#)

Position Summary

CLASP seeks a highly motivated intern to support its communications and outreach efforts. The Intern will support the CLASP Market Development & Innovation team, which works in partnership with stakeholders across Africa and South Asia to improve markets for energy efficient, high-quality appliances, both on and off the grid. Our team provides world-class technical and advisory services aimed at developing global off-grid appliance markets. We conduct cutting-edge research and share information widely; we develop test methods and evaluate products to identify top performers and ensure quality; we engage with leading product manufacturers and downstream market stakeholders to identify and address market barriers; we run competitions to identify best-in-class products and reward innovation; and we provide financial incentives to buyers of those products to drive scale.

The exact assignment(s) will depend both on our needs and on your skills, expertise and interest. For reference, potential projects could include:

- Providing assistance to scoping and planning for a consumer awareness raising campaign focused on productive use appliances in one or more developing country markets.
- Managing critical program administrative tasks and day-to-day activities that ensure program impacts (e.g., develop and maintain contact databases, organize video and teleconferences, tracking online content engagement via Sprout Social and Google Analytics).
- Leading aspects of content creation for upcoming communications campaigns, one specifically on gender & inclusivity (e.g. drafting Tweets; preparing partner toolkit; planning a Twitter chat and/or webinar).
- Doing the first round of desk research and synthesis/analysis for some anticipated "long term" communications projects that will focus on nexus issues with energy efficient appliances – across health, humanitarian relief, and/or education.

The intern will also have the opportunity to assist with current project work and administrative tasks to support other team members. This may include one or more of the following:

- Writing and scheduling social media content for Twitter and LinkedIn as part of ongoing communications across various CLASP brands (Efficiency for Access; Global LEAP; CLASP handles)
- Contribute to the development of new graphics and data visualization tools for use on social media and the [Efficiency for Access website](#)
- Assist with communications around dissemination of our upcoming research reports and/or

- tools (e.g. an Efficiency for Access research tracker and dashboard; interactive activities map)
- Contribute to the development of research summaries, blogs, and thought pieces for digital distribution
 - Helping finalize migration of contacts & development of necessary fields for our new CRM system.

Qualifications and Competencies

- Bachelor's degree in a related field; may be either in progress, or completed within the past 6 months (if in progress, entering final undergraduate year preferred). Students pursuing, or just graduated from, Master's or Ph.D. level studies are also invited to apply.
- Highly detail-oriented
- Experience communicating for a climate, energy, or technology sector audience preferred
- Experience working with qualitative and quantitative data
- Highly motivated self-starter with entrepreneurial attitude and strategic approach to learning and problem-solving
- Persuasive and effective communication skills, both verbal and written; exceptional written and spoken English a must
- Professional demeanor; ability to comport in a diverse, international work environment
- Outstanding collaborator and team player with well-honed listening and interpersonal skills
- Time management and organizational skills with ability to manage multiple tasks at once
- Proficiency with Microsoft Office suite, especially Word and Excel

Compensation

Compensation will be provided at a competitive, hourly rate. Class credit may be available and will be provided in accordance with your university's policy.

To Apply

Internships are typically 10-week engagements; start and end dates can accommodate academic schedules. While full-time internships are preferred, this position is also open for part-time applicants (20h/week at a minimum). Therefore, applications are accepted and reviewed on a rolling basis. In your cover letter, please indicate your availability (hours/week) and timeframe (start/end dates).

To be considered for this position, interested candidates must submit a resume, cover letter, and salary requirements via email. Please direct all applications and inquiries to info@efficiencyforaccess.org.

CLASP is an equal opportunity employer.