



<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>	August 19, 2020
<b>Experience requested:</b>	Interest in energy and energy markets; business, marketing experience, Web development a plus	<b>Posting Expires:</b>	October 31, 2020

**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, content and website design. At the end of the externship, the successful applicant will have worked with MWh leadership and staff to hone the content strategy and to re-design the company’s web presence.

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 will work remotely. The successful candidate will be a highly motivated self-starter with an entrepreneurial spirit.

**PREFERRED SKILLS**

Some marketing, business experience preferred. Web design and development would be ideal.

**ADDITIONAL NOTES**

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