energyStartup
2015 Summer Internship Position

Company Name: WaterSmart Software, San Francisco, CA

Description of position:

In order to more effectively target business opportunities, WaterSmart needs to refine its segmentation analysis to inform a lead acquisition strategy as well as sales calling priorities. A basic segmentation model has been developed across a number of criteria determined to indicate a good product/market fit as well as willingness to buy, but needs enahncement.

Following updates to the segmentation analysis, a set of targeted calling lists will be built using a number of tools including marketing automation and CRM platforms to aid the inside and outside sales teams to prioritize their daily calling activities.

Responsibilities for this project will include model refinement, primary market research, and sales team calling list development and automation.

Who should apply:

The successful applicant will have a strong interest in water, energy, and sustainability and the ability to quickly get up to speed on the nuances of a new industry. The successful candidate will have a unique combination of strong analytical skills, some experience with market research, and the technical aptitude to learn and implement list creation using industry standard marketing automation and customer relationship management tools.

Required expertise:

Passion and strong intellectual curiousity for sustainable resource solutions is a must. Strong verbal and written communication skills, spreadsheet development, and research experience will help the winning candidate stand out from the crowd.

Preferred skills/Majors:

Business strategy, data analysis, research, marketing, business, microsoft excel, SalesForce, HubSpot

Internship term: 8 - 10 weeks as available beginning in early June through August 2015

Compensation: $20 / hour