



**State of New Jersey  
Board of Public Utilities  
Trenton, New Jersey**

**Unpaid Internship Opportunity**

**Posting # 07-2018**

**Division:** Office of the Ombudsman

**Position:** Business Engagement and Outreach Intern

**Number of Positions:** One (1)

**General Unit Description:** Office of the BPU Business Ombudsman is a legislatively-mandated office within the New Jersey Board of Public Utilities. The Ombudsman's mission is to assist the state's commercial and industrial energy users in managing their energy costs through a strategic approach to efficiency, renewable technologies and supply purchasing.

**Key goals of the office include:**

- Assist businesses with obtaining information concerning energy costs in response to requests from businesses;
- Participate in the application process for State energy programs, subsidies and grants on behalf of a business;
- Work with staff to assist in creating public information programs designed to acquaint and educate businesses and the public about the duties and responsibilities of the office.

**Internship Learning Objectives/Marketable Skills:** The Office of the Ombudsman Intern will gain insight into how the Ombudsman's Office works with and engages businesses to help them with energy related issues. The Intern will acquire skills in/assist with:

- Creation of signage, mock-ups, email campaigns, and social media content
- Create and maintain tracking reports of digital and traditional marketing efforts
- Develop new social media campaigns, considering current and planned promotional activities
- Planning and staffing of trade shows
- Planning and hosting marketing events

**Education/Experience:** Recent graduates or current students with at least 1-2 years of college experience in sales, marketing or communications. Intern must have:

- Strong work ethic;
- Experience with marketing software, online applications, VRM analytics and Google Adwords;
- Extensive knowledge of business social media best practices and platforms;

- Data entry and computer skills;
- Strong verbal and written communication skills;
- Willingness to learn on the job and share experiences with other members of the team.

We're looking for a driven, ambitious individual who wants to create a career in social media and content marketing. BPU will work with an educational institution's cooperative education office to enable students to obtain college credit upon request.

**Estimated Project Duration and Work Schedule:** Spring session, 2-3 days a week with flexible hours. BPU requires that interns work a minimum of 10 weeks with no less than 6 hours per week. In addition, the Spring 2019 internship program will run from February 1, 2019 through May 10, 2019. Extension into the Summer 2019 semester will be taken into consideration.

**To Apply:** Please submit the following to [humanresources@bpu.nj.gov](mailto:humanresources@bpu.nj.gov) by January 31, 2019: resume; brief writing sample; most recent transcript (unofficial copy acceptable); and three references (name and phone number for either professional or educational contacts).