

## Arara.io | Fall 2023 Intern

### Company Overview:

[arara.io](https://arara.io) is a dynamic and innovative company, headquartered in Rockville MD, dedicated to mitigating climate change at scale. We are seeking a motivated and computer-savvy Part-Time Intern to join our team and assist in sales campaigns and fundraising efforts. This internship offers valuable hands-on experience in marketing, sales, and fundraising within a collaborative and growth-oriented environment.

**We are looking to fill this position immediately and recommend that interested applications send their resume to [ram@arara.io](mailto:ram@arara.io) as soon as possible. Applications reviewed on a rolling basis. We expect to fill this position by August 25, 2023.**

**Position Type:** Part-Time Internship; will be a paid position; applicant must be legally authorized to work in the United States

**Duration:** 3 months, with option to extend; approximately 5-15 hours/week

**Location:** Remote but must be resident of Maryland as arara is committed to growing its work force in MD

**Key Responsibilities:** The position is ideally suited for someone who is computer savvy and can both follow directions as well as show initiative.

### Sales Campaign Support:

1. Experience with/ability to learn and use sales platforms like SalesRobot, Brevo etc (the products are mentioned here on a purely illustrative basis).
2. Collaborate with the sales team with document prep, data entry and scheduling to develop and execute sales campaigns targeting specific customer segments; this may include sorting, identifying and targeting potential clients.
3. Assist in creating persuasive and engaging marketing materials, including presentations, brochures, and digital content.
4. Conduct market research to identify potential leads and opportunities for outreach.
5. Help track and analyze the effectiveness of sales campaigns, providing insights for continuous improvement.

**Fundraising Assistance:** Support the fundraising team in organizing and promoting fundraising email and other outreach campaigns.

### Digital Marketing and Communication:

1. Assist in managing social media platforms, posting content, and engaging with followers to promote sales and fundraising initiatives.
2. Help maintain the company's website by updating content and ensuring a user-friendly experience.

### Qualifications:

- Current college student pursuing a degree in Business would be ideal.

- Strong computer skills, including proficiency in Microsoft Office Suite and experience with digital communication tools.
- Excellent written and verbal communication skills.
- Organized and detail-oriented, with the ability to manage multiple tasks and priorities.
- Self-motivated and able to work independently, while also contributing effectively in a team environment.
- Willingness to learn and adapt.
- Previous experience in sales, marketing, or fundraising a plus, but not required.

**Benefits:**

- Gain practical experience in sales, marketing, and fundraising.
- Collaborate with a diverse, supportive team.
- Flexible work schedule to accommodate academic commitments.
- Opportunity to contribute to meaningful projects and make a real impact.

**Application Instructions:**

To apply for this internship, please submit your resume to [ram@arara.io](mailto:ram@arara.io) as soon as possible. Applicants are also welcome to include a brief statement of interest and any relevant examples of your previous work (e.g., marketing materials, writing samples); however, this is not required for consideration. Applications reviewed on a rolling basis, with a final deadline August 31, 2023.