2017 Two-Month Internship (start date negotiable)

Company name: Impact Infrastructure

About Us: We are the first to automate “triple bottom line cost-benefit analysis” for buildings and infrastructure projects. In addition to analyzing traditional financial costs and benefits, we also monetize the value of other impacts of sustainable design, including reduced energy use, saving water, health benefits, and many others. This ability has been automated in our two products: Autocase for Buildings and Autocase for Green Infrastructure. Founded in 2012, we have a staff of 25 across offices in New York, Toronto, and San Francisco, and are actively growing and hiring additional staff.

Position title: Digital Marketing Data Scientist

Responsibilities:

1. Using data science and analytics, help Impact Infrastructure:
   a. Expand the reach and efficacy of our digital marketing program, with the goal of increasing organic leads, converting more leads to subscribers, and enhancing our online footprint and influence
   b. Recommend metrics to measure performance of our brand new Salesforce
   c. Establish the new software category of “Triple Bottom Line Cost-Benefit Analysis” (TBL-CBA), with Impact Infrastructure as the market leader
2. Test your recommendations in a hypothesis-driven, empirical manner, leveraging Big Data across multiple sources by using scripting/statistical tools, testing what works, and designing pilot programs.
3. Regularly report your conclusions to the Leadership Team so we can put your ideas into action

Requirements

1. Graduate student, preferably graduating soon after internship ends because full-time job openings at Impact Infrastructure may well arise
2. Experience in Inbound/Outbound marketing or Customer Success programs
3. Superb communicator with customers and colleagues alike
4. Relationship-builder - when customers are engaged with us and with each other, everyone wins
5. Creative - eager to build a program from scratch and refine as needed
6. Ability to work collaboratively with Product Development, Economics team, Sales, and Leadership Teams
7. Comfort with online marketing tools (ability to work with Developer team to create online version and instrument for metrics tracking)
8. Self-starter comfortable shaping a new competency

Compensation: Equivalent to other Stanford/UCB internships (e.g. TomKat EnergyStartup internships). Negotiable for more experienced candidates.

Location: San Francisco, Toronto or remote