

Solar Austin

Austin, TX | Part-Time | Remote flexibility

Project Title: Enhancing Content Strategy and Marketing Functions for Solar Austin

Project Duration: 12 Weeks

Organization Description: [Solar Austin](#)'s mission is to accelerate the transition to clean, renewable energy in Central Texas and expand access to the benefits of solar to everyone to mitigate climate change while creating a healthy community and support for a strong local economy.

Project Overview: The Content Strategy Fellowship project aims to elevate the content and marketing efforts of Solar Austin to effectively engage its target audience, raise awareness about its mission, and drive meaningful actions. Over the course of 12 weeks, the Fellow will collaborate with the nonprofit's team to develop a comprehensive content calendar and provide strategic recommendations to enhance their content marketing and storytelling approaches. By creating a tailored content calendar and refining marketing strategies, the organization will be better equipped to make a meaningful difference in its community.

Project Deliverables:

- A robust content calendar that aligns with Solar Austin's mission and goals
- A marketing strategy document that integrates with the content calendar
- Brand messaging and storytelling guidelines for consistent communications
- A final presentation showcasing the proposed content strategy and marketing enhancements

Skills Needed:

- Pursuing a degree or career in marketing, communications, content marketing, digital media, social media marketing, or related field
- Experience developing content/marketing strategies and/or content creation
- Excellent organizational and communication skills

Fellow Benefits: On top of the networking and learning and development opportunities provided by EarthShare Texas, the BikeTexas Communications Fellow can expect to

- Hands on experience in nonprofit management, community engagement, and marketing/communications
- A robust addition to the Fellow's portfolio in the form of a fully-developed content strategy