



## **Bikeshare Hawaii Marketing and Outreach Intern**

\$25/hr, 40 hours/week  
Jun 22 – Aug 14, 2020  
Honolulu, Hawaii

### **About Elemental Excelserator**

Elemental Excelserator helps startups change the world, one community at a time. Each year, we find 15-20 companies that best fit our mission and fund each company up to \$1 million to improve systems that impact people's lives: energy, transportation, water, agriculture, and beyond. To date, we have awarded over \$36 million to 99 companies. For more information, please visit [elementalexcelerator.com](http://elementalexcelerator.com).

In addition to funding startups, we have also supported more than 35 interns since 2012 to create career pathways for the next generation of innovators interested in solutions to our most urgent environmental challenges.

### **About Bikeshare Hawaii**

Bikeshare Hawaii is a 501(c)(3) non-profit organization that manages the Biki bikeshare program in Honolulu. The mission of Bikeshare Hawaii is to provide the public with high quality, convenient, reliable, and affordable bikeshare services that enhance community health and livability, strengthen our public transportation system, and connect people to more places where they live, work and play throughout Hawaii nei.

### **Scope of Work**

Our Marketing and Outreach Intern will work closely with our Marketing and Communications Manager to refine our storytelling and promote the Biki brand. The Intern will benefit communities in Hawai'i by supporting marketing and outreach initiatives that: 1) increase access and awareness of the Biki bikeshare system, particularly with communities typically underserved by bikeshare, 2) engage the community through in-person outreach at community events, 3) develop and facilitate new partnerships with local organizations, employers, and community

groups. The intern will learn valuable marketing skills as they develop and execute new marketing strategies and campaigns that raise awareness and increase ridership.

### **Requirements**

- Possess a passion for strategic marketing, urban mobility and improving the quality of life in Honolulu
- Excellent verbal and written communication skills
- Creative thinker with the ability to multi-task and take initiative
- Familiarity with marketing computer software and social media platforms
- Experience with, or willingness to learn, photography and video, graphic design and digital content creation
- Ability to work some evenings and weekends

### **How to Apply**

Enter some simple information and upload your resume and cover letter at <https://elementalexcelerator.com/mission/interns-fellows/> by February 1, 2020.

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*Bikeshare Hawaii is an Equal Opportunity Employer (EOE) and committed to building a more inclusive ecosystem that integrates women, people of color, and other underrepresented groups into the cleantech sector. We strongly encourage applications from qualified applicants and members of underrepresented groups.*