

Media Relations & Digital Marketing Intern

Tigercomm · Clean Energy PR & Communications | **Compensation:** \$20/hour

Location: *Remote or Hybrid (Vienna, VA)* | **Schedule:** *up to 20 hrs/week*

Duration: *Fall 2026 with opportunity for extension*

About Tigercomm

Tigercomm is a communications firm built for the clean economy. We run earned media, thought leadership, and AI-era digital visibility programs for clean energy manufacturers, developers, storage companies, and cleantech software brands. We host the *Scaling Clean* podcast and co-produce *This Week in Cleantech* – and we're one of the first firms in the sector to treat Answer Engine Optimization (AEO) as core disciplines, not add-ons to traditional SEO.

For an intern, that means real client work on programs that shape how the leading clean energy brands show up in the press and in AI-generated answers.

The Role

You'll work alongside our media relations and digital marketing team, supporting the day-to-day systems that keep client programs running and helping our clients get found – by reporters and by AI answer engines alike. This is a hands-on role: you'll build the assets, track the calendars, and help optimize the content that our campaigns depend on. You will work on a combination of internal projects and client support tasks.

What You'll Do

- **Media list building** – Research reporters, editors, and outlets by beat, and build and maintain accurate, targeted media lists that our teams pitch from.

- **Editorial calendar tracking** – Monitor trade and mainstream editorial calendars to surface upcoming features, special issues, and pitching windows for clients.
- **Content calendar planning & maintenance** – Help plan, populate, and keep current the content calendars for client channels and Tigercomm's own properties, so nothing slips.
- **Social media** – Draft, schedule, and monitor social content; track engagement; and help amplify client and firm coverage across platforms.
- **AEO website optimization** – Support Answer Engine Optimization work: help structure and optimize web content so client brands surface accurately in AI-generated answers (ChatGPT, Perplexity, Google AI Overviews, and similar) – distinct from, and complementary to, traditional SEO.
- **Website updates** – As needed support team in populating website content updates including back-end maintenance (metadata, H1s)

What We're Looking For

- Current student or recent graduate in communications, public relations, marketing, journalism, English, or a related field
- Strong, clear writer with sharp attention to detail and follow-through
- Organized and reliable – comfortable owning calendars, trackers, and lists that other people depend on
- Genuine interest in clean energy, climate, and the technologies driving the transition
- Fluent with major social media platforms; curious about how AI is reshaping search and media

Nice to have: familiarity with media database tools (Muck Rack, Cision, or similar), hands-on experience with AI tools, basic analytics (Google Analytics, native social insights), or prior PR/marketing/newsroom experience.

What You'll Gain

- Direct experience across earned media and next-generation digital visibility (AEO/GEO) – a skill set very few early-career communicators have
- Mentorship from a senior team and exposure to real clients in a high-growth sector
- Portfolio-ready work and a clear view into how a modern communications firm operates

How to Apply

Please send your resume and cover letter, along with work samples to Jobs@Tigercomm.us.

Tigercomm is an equal opportunity employer. We welcome applicants of all backgrounds and are committed to building an inclusive team.