**UCSC Internship Program**

**Organization/Agency:** Sunbank Solar  
**Supervisor:** James Richards  
**Sponsor Title:** Founder and CEO  
**Address:** 101 Cooper Street, Santa Cruz  
**Email:** james@thesunbank.com  
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Sunbank Solar is a manufacturer of solar water heaters and, while small, is at the forefront of developing new products in the solar thermal space – including a solar hot tub and a new solar thermal controller. Sunbank is focused on changing the paradigm of an oft overlooked consumer of energy: water heating. People replace their water heaters when there is an emergency leak. Our job is to change this to educate the consumer about this technology and therefore get more solar water heaters installed around the country.

**Key Responsibilities:**

Our UCSC intern will work directly with the CEO and help with our educational marketing campaigns. These campaigns will use a multimedia strategy to overcome the challenges that face the adoption of solar thermal technology. We are looking for someone who can assist with campaigns in progress and who can think creatively to help us start new initiatives.

**Tasks Include:**

- Working on one or several projects, either new or already in progress
- Assisting with the development of print and online materials
- Brainstorming new campaigns and educational initiatives
- Speaking directly to potential customers

**Hours and Duration:**

12 hours/week for 10 weeks

**Desired Qualifications:**

Computer savvy, design skills, self-motivated, reliable

**Compensation:**

Academic Credit