



## Project Study: Social Media Marketing for Sustainability Startup

### About Ark Climate

**Vision:** We build modern software for progressive cities to drastically accelerate the speed of implementation for climate action.

### About the Project:

#### Context:

- Ark Climate lacks a structured and impactful **social media strategy** to establish its presence as a modern climate software provider.
- Many cities struggle to **communicate** their **climate strategies**, relying on lengthy reports rather than engaging content.

#### Expected Deliverables:

- **Social Media Strategy** – LinkedIn plan for Ark Climate with content templates & guidelines.
- **Municipal Social Media Kit** – Best practices, content templates & storytelling frameworks.
- **Engagement Metrics** – A tracking system to measure LinkedIn performance & municipal adoption.

#### Jobs-To-Be-Done:

- Develop a **LinkedIn strategy for Ark Climate**, including content planning and positioning.
- Create a **social media kit for municipalities** to facilitate climate communication.
- Transform complex climate strategies into **compelling, shareable content**.

#### Project Team:

- **Creative and driven individuals** passionate about climate action & digital storytelling.
- Experience or strong interest in **social media strategy, content creation & branding**.
- **Self-starter mindset** & ability to work independently in a mission-driven environment.

### Why join us?

- **Learning:** We founded Ark Climate to rapidly accelerate Europe's clean energy transition. You will experience a fast-paced environment with equally rapid learning cycles. We provide clear expectations, challenge you to exceed it, and support you in doing so.
- **Network:** Get access to our network, including CDTM, Munich and Berlin startups, VCs, and tier-1 consultancies, for future internship, working student, or full-time positions.
- **Culture:** We are first-principles thinkers who focus on problems that matter. We choose our team carefully, and once people are on board, we trust them. We operate effectively because we communicate clearly and openly.

### Application

- **Start date:** Ideally in March, latest May 2025.
- **Team size:** 2-5 people (single applications possible).
- **Apply** via email to [michael@ark-climate.de](mailto:michael@ark-climate.de) with:
  - A short motivation letter explaining why you're the right team.
  - Examples of previous social media work (if available).
  - Three LinkedIn post ideas for [Ruth](#) (CEO Ark Climate).

... join our supporters\*



\*Award ceremony for the BMWK Digital Innovations Start-up Prize (October 2024)

<https://ark-climate.de/>

