

## Job Description

We are looking for a full-time **Marketing Communications Specialist** to help take our company to the next level. As a small-medium sized business in the emerging energy efficiency and renewable energy space, our goal is to grow sales 30% per year and become a national leader. The ideal candidate will have strong project management skills and work well in a fast-paced environment to provide support to all levels and departments of the company. This person will report to the Director of Marketing and Sustainability.

## Essential Duties and Responsibilities:

- Build and maintain productive relationships with cross-functional departments in order to develop meaningful content
- Create high-quality content across multiple channels
- Design, develop and deploy a content strategy and content experiences to utilize the piece of content
- Follow brand guidelines and best practices across content
- Create scaled-focused content to help drive revenue and create brand awareness
- Execute marketing tactics for lines of business according to defined target clients and prospects. Serve as project manager to review requirements, identify tasks, assign and coordinate resources and track project schedules
- Develop and organize the preparation of proposals and presentations using new and existing marketing resources and collateral
- Coordinate production and delivery of promotional collateral and sales materials
- Fulfillment of line of business requests for creative materials including civic ads, internal graphics, signage, etc. as needed
- Provides project management support for special projects initiated from lines of business and other departments
- Responsible to update monthly marketing/ communications dashboard and makes recommendations for visual and other enhancements
- Service as brand ambassador and maintain brand standards to internal and external clients
- Any other job duties as assigned

## Qualifications:

- Bachelor's degree in marketing or a related field
- 2 – 3 years of professional experience preferred
- Experience creating B2B marketing content
- Strong communication and writing skills
- Expertise in Social Media best practices and web media trends
- Proven professional marketing experience
- Previous experience with CRM platforms
- Strong project management skills and an understanding of how to manage priorities in a fast-paced environment
- The ability to work cooperatively with individuals across the organization and independently when appropriate
- Expertise in Microsoft Office Suite
- Knowledge of Google Analytics and SEO
- Knowledge of Adobe Creative Suite (or similar tools) is a plus
- HVAC and renewable energy industry knowledge a plus

### Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to stand; walk and talk or hear. The employee must frequently lift and/or move up to 10 pounds.

### Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

- **Extreme Ownership** - Takes personal responsibility for outcomes and perseveres in the face of resistance or setbacks. Pursues everything with energy and drive.
- **Subject Matter Expertise** - Excels at his/her professional function, regularly demonstrating and sharing depth of knowledge and skills. Is a quick study.
- **Clear & Candid Communication** - Ensures that information is passed on to others who should be kept informed; has the courage to say what needs to be said.
- **Building Collaborative Relationships** - Cultivates trusting, respectful, professional relationships with colleagues and customers over time.
- **Planning & Problem-Solving** - Takes the steps necessary to deliver high quality results, on time and on budget.
- **Continuous Improvement** - Constantly seeks ways to improve the internal and external customer experience by delivering better, faster or less expensive products and services.