

# Marketing Manager Job Posting

Date Available: March 1, 2022

Start Date: May 1, 2022



## **Job Title**

Marketing Manager

## **Supervisor**

Ronald Fisher, Executive Director

## **About The Energy Co-op**

The Energy Co-op is a sustainability-focused 501(c)(12) nonprofit cooperative providing renewable electricity, renewable natural gas, and heating oil services to thousands of households and small businesses in southeastern Pennsylvania, northern Delaware, and river counties in New Jersey. As a member-owned cooperative, our customers are our owners. We are a team-based environment that prides itself on collaboration and employee development.

## **Overview**

In order to grow The Energy Co-op's membership so as to broaden its reach and impact in our community, both as a supplier of affordable, sustainable energy and as an energy market thought leader, the Marketing Manager oversees and manages all of The Energy Co-op's external marketing activities, and specifically management of marketing and promotional channels like broadcast radio, digital advertising, direct mail, print media, marketing collateral, public speaking engagement, and event tabling. The Marketing Manager also works with executive management to conceive and, together with member recruitment staff, execute, and evaluate membership recruitment strategies and campaigns through these external marketing channels.

In addition, the Marketing Manager coordinates with The Energy Co-op's executive management, member services, and member recruitment staff to ensure effective, consistent brand and program/product messaging on platforms used to communicate with both external and member audiences, such as the cooperative's website (including blog), telephone interaction with prospects, and social media. In fact, the Marketing Manager, while capable of working independently, thrives in a collaborative environment.

Moreover, the Marketing Manager engages in face-to-face, in-person interaction with external audiences, including channel representatives, strategic partners, and prospective members.

In sum, the principal focus of the Marketing Manager is to grow The Energy Co-op's membership through effective management of external member recruitment channels. While performing their responsibilities, the Marketing Manager will also have opportunities to develop their skills and the support of The Energy Co-op in doing so. The Marketing Manager will initially report to the Executive Director.

All Energy Co-op staff members currently work on a hybrid remote basis. When working remotely, the selected candidate will require a safe, quiet, designated remote space from which they can perform their responsibilities without distraction during business hours. A laptop computer, docking station, monitor, keyboard, mouse, and riser are provided by The Energy Co-op to be used solely for tasks

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required of the position. The selected candidate is expected to supply their own mobile telephone and reliable internet service for this position.

## **Responsibilities**

Following an orientation period of approximately six weeks, the Marketing Manager will be responsible for:

- Adapting existing strategies and campaigns, developing new ones, and executing both for existing and new programs and products
- Creating, coordinating, and overseeing action plans and timetables for marketing campaigns
- Periodic review of marketing strategies and campaigns for strengths, weaknesses, and effectiveness
- Developing processes and systems for measuring and reporting the effectiveness of marketing strategies and campaigns
- Identifying potential new market opportunities for existing and new programs and products
- Organizing, publicizing, and executing promotional events in coordination with member services and member recruitment staff
- Building connections and fostering relationships with regional press and media outlets
- In-person engagement and engagement by telephone or other electronic means with external third parties, as required to effectively execute the responsibilities noted above
- In-person engagement and engagement by telephone or other electronic means with other Energy Co-op management, operations, and programs staff, as required to effectively execute the responsibilities noted above, both on a regularly scheduled and *ad hoc*, as needed basis

## **Required Qualifications**

- Bachelor's degree in marketing or related field
- 8-10 years of progressive marketing experience
- Excellent interpersonal skills
- Excellent verbal and written communications skills
- Demonstrable success in managing digital advertising campaigns
- Evidenced success developing and managing marketing campaigns end-to-end
- Intermediate experience managing commercial social media accounts
- Ability to synthesize and communicate information effectively
- Highly organized with a keen attention to detail
- Strong time-management and prioritization skills, and ability to consistently meet deadlines
- Experience with Microsoft Office Suite
- Based in the Greater Philadelphia area

## **Ideal Qualifications**

- Experience in renewable energy
- Experience in the nonprofit sector
- Experience managing accounts in CRM database

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- Experience with email communication platforms (particularly Constant Contact)

### **How to Apply**

Please submit your resume with a cover letter addressed to Hillary Bedeian, Operations Manager, at [careers@theenergy.coop](mailto:careers@theenergy.coop), and use Marketing Manager as the subject line. Tell us how you learned about this position, why you think you are a good fit, and your salary requirements. Review of applications will be conducted on a rolling basis and the position will remain available until filled. No telephone calls, in-person applications, or recruiters, please.

### **Hours, Compensation & Benefits**

This is a full-time, exempt position. Salary is contingent upon experience. The Energy Co-op prides itself on providing a high-quality work-life balance with a competitive compensation and benefits package and generous paid time off.

### **Equal Opportunity Employer**

The Energy Co-op is an equal opportunity employer. Policy prohibits discrimination or harassment on the basis of race, color, religion, national origin, ancestry, gender, age, marital status, familial status, sexual orientation, disability, or veteran status. Further, The Energy Co-op supports and promotes equal employment opportunity, human dignity, and all forms of diversity.