

Position Title: **Marketing & Communications Position**
Organization: **North Carolina Sustainable Energy Association (NCSEA)**
Location: **Raleigh, NC**
Date Posted: **June 9, 2008**
Online posting: <http://energync.org/about/jobs>

The North Carolina Sustainable Energy Association (NCSEA) works to create a sustainable energy economy by promoting renewable energy and energy efficiency in North Carolina through public policy, market development and education. NCSEA's policy and market development work has set numerous sustainable energy policy precedents for the Southeastern United States in the areas of energy efficiency, renewable energy, regulation and mitigating global climate change. This is an exciting and unique career opportunity to be part of the NCSEA team.

Position Description

As the lead on NCSEA's marketing and communications efforts, this position will enjoy a high profile, fast paced professional opportunity to further build a career in sustainability, energy and climate change. The Marketing & Communications position will have a broad set of responsibilities managing NCSEA's external communications, including many key organizational relationships. This position will work under the supervision of the Development Director, while some events and materials will be coordinated directly with the Executive Director.

Responsibilities

- Develop a Marketing and Communications Plan
 - Develop marketing plan with Staff Team, an outside entity and Board of Directors
 - Develop and implement performance monitoring for executing plan
- Assist with Development Efforts
 - Collaborate with Development Director to identify funding opportunities, leads and conduct fundraising campaigns
 - Provide information materials to disseminate in grant and donor activities
- Execute the Marketing & Communications Plan
 - Manage production, editing and integration of all hard and soft copy publications, including but not limited to the Carolina Sun, e-newsletters, studies and reports, pamphlets, educational materials, web content, and so forth
 - Ensure consistent messaging and branding across all NCSEA events, programs and campaigns
 - Maintain media relations for events and programs
 - Collaborate with Program Manager to develop a team of regular and occasional volunteers
 - Author press releases, speeches, website content, e-newsletters, articles and other materials
 - Collaborate with Program Manager to ensure NCSEA has a statewide presence at events, conferences and other opportunities to positively engage citizens, business and government
- Provide Improved Membership Services
 - Collaborate with Program Manager on membership and partner recruitment
 - Manage member retention and services, including timely and accurate management of member database and related directories and communications
 - Utilize technology and travel to maintain regular communication with existing members
 - Annual membership event planning
- Set marketing, communications, and membership goals with Executive Director and Development Director and measure performance and results achieved toward goals

Preferred Qualifications

- Degree(s) in public relations, business, marketing, public administration and/or related field(s).
- Excellent communication, writing, and organizational skills with very strong detail-orientation
- At least 1 year work experience in marketing or communications.
- Confidence in communicating with both technical and non-technical audiences, business, non-profit organizations, trade associations and government.
- Meticulous attention to detail in editing, information management and reporting.
- Ability to work well under pressure with flexibility to adapt priorities and plans.
- Highly proficient in computer software programs and uses: Word; Excel; Power Point; Access; Internet; website content management systems. Additional software experience is a plus.
- Ability to travel in North Carolina and domestically (under 35 percent of time).
- Ability to work in fast-paced and changing environment and to manage several projects at once
- Passion for working on energy and climate change issues facing North Carolina

Compensation

Non-profit salary commensurate with experience and education. Full benefits package and paid professional development opportunities.

How to Apply

Email resume to info@energync.org with subject line: "Marketing & Communications – YOUR NAME." Applications will be accepted until position is filled.