



Position: Marketing Communications Specialist
Reports To: Manager, Communications, Engagement, and Equity
FLSA Class: Exempt
Supervises: Interns

Position Summary:

The **Marketing Communications Specialist** supports NCSEA’s mission through the development and execution of effective communications strategies and the creation of content that encourages membership and revenue growth.

Key Responsibilities:

- Plan, organize, and execute communications strategies and projects, adhering to timeline and budget parameters
- Coordinate with the Development Team to create messaging for fundraisers, sponsorship sales campaigns, general donor development activities, and membership growth campaigns
- Assist with the development of creative strategies for conveying NCSEA messaging and execute these strategies to encourage membership growth and revenue development
- Support marketing communications needs through the development of engaging marketing materials
- Develop technical and non-technical content for newsletters, press releases, marketing materials, education and outreach, social media, events, and the NCSEA website
- Create and disseminate multi-media content that tells NCSEA’s story
- Create content for internal communications needs, such as staff bios and resumes, weekly newsletters, etc.
- Assist with communications needs of Executive Leadership and the Board of Directors
- Coordinate communications needs for events and assist with all aspects of events as assigned
- Report and project weekly key performance metrics, including open rate, reply rate, links, shares, and mentions
- Assist with general website maintenance and graphic design as needed
- Other duties as assigned

Knowledge, Skills and Abilities:

- Intermediate to advanced proficiency with Office 365 and SharePoint (preferred)
- Intermediate experience with CRM and communications software (i.e. Publisher, WordPress)
- Demonstrated skills in marketing communications, market research, and project management
- Prolific writer with the ability to translate complex and technical content into communications appropriate for a variety of audiences
- Ability to quickly absorb and synthesize information (both written and verbal)
- Exceptional attention to detail
- Knowledge of social media best practices and experience cultivating an engaged online audience



- Non-profit experience
- Research and analysis experience
- Self-starter with excellent time management
- Strong interpersonal communication, relationship building, and negotiation skills
- Ability to work in a fast-paced, short deadline environment and adapt to change
- Able to meet demands and timelines without sacrificing quality; works well under pressure
- Ability to effectively influence, mentor, and educate both internal and external stakeholders in a variety of cultures
- Working knowledge of North Carolina's clean energy landscape

Qualifications

- BS degree in Marketing, Communications or similar field
- 3+ years of relevant marketing communications experience, with demonstrated success in the areas of market research, marketing plan development and execution, and funding support
- 2+ years' experience working in the clean energy sector

To Apply:

Send your resume and a letter of interest to:

Careers@energync.org

NCSEA is proud to be an Equal Opportunity Employer.

We do not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity or expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics. NCSEA believes that diversity and inclusion among our teammates is critical to our success and we seek to recruit, develop and retain the most talented people from a diverse candidate pool.