



**Position:** Director, Marketing and Communications  
**Reports To:** Executive Director  
**FLSA Class:** Exempt  
**Supervises:** Marketing Communications Specialist, Web and Creative Specialist, Interns, and Fellows

**Position Summary:**

The Director of Marketing and Communications will play a central role in communicating NCSEA’s mission, programs, and impact through compelling storytelling and strategic multi-channel marketing that builds engagement and loyalty with existing and potential audiences and stakeholders. This role will provide direction for NCSEA’s marketing assets, including web, print and digital collateral, social media, email, digital marketing, and physical communications, from the initial concept to the finished product. This position will execute persuasive and creative campaigns and materials that articulate, amplify, and generate support for NCSEA’s work. The Director of Marketing and Communications also serves as an integral part of NCSEA’s leadership team, contributing to overall strategy development and setting the course for success.

**Essential Responsibilities:**

Marketing:

- In collaboration with NCSEA’s leadership and teams, develop and execute a comprehensive marketing plan with clearly defined target markets, goals, strategies, marketing channels, budgets, and metrics for success.
- Plan and coordinate marketing campaigns that increase brand awareness, affinity, membership growth and retention, and revenue across multiple funding sources.
- Measure and report on the performance of marketing campaigns to gain insight and make adjustments.
- Build strategic relationships and partnerships that advance NCSEA’s position and reputation.
- Identify challenges and emerging issues that NCSEA faces; work with leadership team and staff to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.
- Develop event strategy that enhances member engagement and education, and work with other teams on event execution.
- Represent NCSEA at events, conferences, and other engagements. Prepare and deliver dynamic presentations both virtually as well as in person.

Communications:

- Lead the Communications team in implementing strategies to support internal, member, program and marketing communications, as well as public relations objectives.



- Develop and execute a comprehensive communications plan that supports established marketing strategies, raises the local, regional and national visibility of NCSEA and its officers and board members, and strengthens the organization’s relationships with key constituencies and audiences.
- Lead content development for all print and digital communications, as well as the NCSEA website.
- Direct and produce NCSEA’s collateral material, including annual reports, newsletters, brochures, flyers, and materials needed by other programs or teams to meet their specific objectives.
- Develop and implement NCSEA’s social media strategies including content creation, distribution, and measurement of success using social media analytics.
- Develop and oversee content related to NCSEA’s website. Deploy strategies to maximize website traffic, including working with tools such as SEO and AdWords.

**News Media and Public Relations:**

- Manage news media relations, fielding media requests for interviews, proactively seeking coverage of NCSEA events and initiatives, developing professional connections with key reporters and editors, and managing news service and media database vendor accounts.
- Develop issue campaign and “rapid response” plans to leverage NCSEA’s message within newsworthy opportunities via press releases, letters to the editor, op-eds, etc. to relevant media outlets.

**Knowledge, Skills and Abilities:**

- Intermediate to Advanced proficiency with MS Office; Office 365 a plus
- Proficiency with MS Publisher or similar writing/publishing software
- Exceptional writing ability; able to write, edit and synthesize both technical and non-technical data for various audiences
- Able to think critically and strategically, balancing the day-to-day needs with the big picture
- High Emotional Intelligence (EQ); polished communicator and collaborator that can anticipate needs, resolve conflicts, and work with a wide range of personalities
- Strong self-initiative with excellent time management, prioritization, and multi-tasking ability
- Highly resourceful and skilled at solving problems with a positive, creative approach
- Flexible and comfortable working under pressure in a fast-paced environment, and in a wide range of activities (wearing many hats)
- Experience working in a non-profit environment preferred
- Working knowledge of the North Carolina clean energy industry preferred

**Qualifications:**

- BA/BS in Marketing, Communications, or relevant degree. Master’s degree preferred.
- Minimum 5 years experience in a marketing and communications role, with at least 2 years experience supervising others.
- Demonstrated success in the development and execution of marketing and communications plans.



- Intermediate to advanced proficiency in MS Office, as well as familiarity with CRM database applications.
- Knowledge of the clean energy landscape strongly preferred.

### **How to Apply:**

Send your resume and a letter of interest to:

[Careers@energync.org](mailto: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.