

Position: Marketing Coordinator
Reports To: Director of Development/Director of Marketing & Communications
FLSA Class: Exempt
Supervises: None

Position Summary:

The Marketing Coordinator supports daily operations, programs, and projects for the Development and Marketing/Communications Teams. This position is responsible for assisting with the implementation of marketing tactics designed to grow the organization's membership and donor base. The person in this position will also support efforts related to meetings and events, fundraising, membership, CRM, website maintenance, and other organizational communications.

Responsibilities:

Marketing Support

- Collaborate with Development and Marketing/Communications teams to implement digital marketing tactics designed to increase overall amount of donors and members.
- Build outbound engagement campaigns through marketing tools like Hubspot.
- Implement paid digital campaigns on Twitter, Facebook and other social media platforms.

General Support

- Schedule team and ad hoc meetings and take minutes.
- Assign and follow up on action items from meetings.
- Assist with special projects or on special committees as requested.

Events Support

- Build and maintain NCSEA's External Events Calendar.
- Assist with NCSEA events, to include attending planning meetings and monitoring NCSEA event projects and budgets.

Fundraising Support

- Assist the Development Team with fundraising campaigns.
- Develop a process for writing, sending, and tracking donor thank you notes.

Membership Support

- Assist with updating prospect information in HubSpot.
- Collect white papers and other data to help with targeted recruitment efforts.
- Update and customize CRM email correspondence for membership renewals.
- Assist with managing special membership contracts; track member organizations and ensure understanding and utilization of benefits.
- Assist with ordering swag and/or organizing other opportunities for welcoming new members.
- Provide ideas and input into innovative membership growth and retention strategies.

Customer Relationship Management (CRM) Support

- Within our Customer Relationship Manager software, set up events; update details and add automatic emails used for membership, attendees, and donors.
- Set up fundraising campaigns and pricing; add automatic emails used for communication to current and future donors.
- Research member email bounce-backs and update records with accurate information; find replacements for individuals who are no longer with the organization.
- Research email subscribers and maintain updated records.

Website Support

- Assist with updating job postings and business opportunities on NCSEA's website.
- Add content and check for errors/broken links and update website as appropriate.

Communications Support

- Generate lists and reports from CRM and MailChimp as requested.
- Investigate bounce-back emails and update contact information for our members, donors, partners and in our CRM, Neon.
- Update events tracking spreadsheet for newsletters and website.
- Assist with proofreading correspondence and other communications for accuracy; check web links to ensure validity.

Qualifications

- AS or BS degree in Business, Communications, Marketing, or related field preferred. Experience may be considered in lieu of academic degree
- 2+ years of relevant business experience in a marketing or communications support role
- Excellent interpersonal and written communication skills
- Strong organization and time management skills
- Strong attention to detail
- Proficiency with MS Office required; web and database maintenance skills strongly preferred
- Working knowledge of CRM functionality and reporting preferred
- Knowledge of the clean energy industry is a plus
- Experience working with a non-profit organization is a plus

How 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.