



NEEP Marketing Communications Specialist Job Description 9/10/09

Marketing Communications Specialist Job Description (half time)

Overall Responsibilities:

The Marketing Communications Specialist, a half time position, promotes Northeast Energy Efficiency Partnership's (NEEP) brand and positive public image through written and graphic communications. The Specialist will write, edit, and assist with design of newsletters, research and white papers, presentations, brochures and event support materials. Reporting to the strategic marketing manager, this person will play a key role in the marketing and communication team and will also work directly with the development office and NEEP project staff.

Responsibilities include:

Newsletter Production: Position NEEP as a visible, leading resource for facilitating energy efficiency solutions by developing, distributing and tracking readership of electronic newsletter. As Newsletter project manager, the marketing communications specialist will brainstorm themes and article topics with staff, manage staff writing assignments, create written and graphic content, edit and format content for website and electronic distribution, ensure timely distribution, update and grow contact lists and track readership. NEEP's newsletter is produced quarterly.

Communication Development (Brochures, Annual Report, Event Support): Lead production of materials including strategy and timeline development, contribute to scripting of content, coordinate design, production and distribution of finished materials. Responsibilities include strategy development, writing, editing, graphic support/productions with staff and external resources.

Template Content Building for NEEP's Communications: Collaborate with staff to strategize and develop written and graphic content for a variety of uses. Coordinate integration of message and graphics during production of communication materials for website, reports, collateral, and media.

Summit Materials Production- Support NEEP annual energy efficiency Summit by producing web content, written materials (program, bio's, etc.) and general communications. This work occurs in the spring and may require additional hours than that during other parts of year.

Editing Support: Collaborate with staff to monitor and assist in production of communication materials ensuring consistency and clarity in NEEP's brand and messaging.

Qualifications:

- 3-5+ years related marketing experience.
- Demonstrated ability to understand technical concepts and write about them clearly and concisely.
- Excellent organizational and interpersonal skills.
- Attention to detail and accuracy.
- B.S. in Communications, Marketing, English, Journalism, PR or related field.
- Good track record in managing projects and working with various team members to accomplish common objectives.
- Proficient in Microsoft Office, (PowerPoint, Excel, Word).
- General understanding of communications through pictures and graphic design software (InDesign, Photoshop, Illustrator, Quark, HTML) a plus.
- Experience and or interest in energy efficiency and environment a plus.



Application Process:

NEEP offers a competitive salary with comprehensive benefits package. To apply, please send a resume, along with cover letter, salary requirements and at least three references by e-mail to the attention of:

Susan Stocker
Northeast Energy Efficiency Partnerships (NEEP)
E-mail address: sstocker@neep.org

No phone calls, please.

About NEEP: NEEP is a non-profit, mission-driven organization whose objective is to achieve long-term cost-effective energy savings by broadening the market availability and consumer demand for high quality, attractive, energy efficient products and services.