



NEEP Marketing Communications Specialist Job Description 10/15/09

## Marketing Communications Specialist Job Description

The Marketing Communications Specialist promotes Northeast Energy Efficiency Partnership's (NEEP) brand and positive public image through written and graphic communications. The Specialist will write; edit; build supporting graphics; and manage layout and design of communications including newsletters, research 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 manager, the marketing communications specialist will brainstorm themes and article topics with staff, write and edit copy, create graphic and visual imagery supporting main messages, manage staff input, format and design layout for website and electronic distribution, ensure timely distribution, update and grow contact lists and track readership. Constant contact or other email layout and distribution skills essential.

***Communication Development (Brochures, Annual Report, Event Support):*** Lead production of communication materials including: strategy and timeline development, writing copy, building supporting graphics, coordinating design, producing and distributing finished communications. Responsibilities include strategy development, writing, editing, graphic design and layout, production and distribution.

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

***Event Materials Production-*** Lead the production of web content, written materials (program, bio's, signage, etc.) and general communications for NEEP events.

***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:

- B.S. in Communications, Marketing, English, Journalism, PR or related field.
- 3-5+ years marketing experience in energy or environmental industry with familiarity communicating to policy makers and technology providers.
- Demonstrated ability to understand technical concepts and write about them clearly and concisely.
- Excellent organizational and interpersonal skills.
- Attention to detail and accuracy.
- Good track record in managing projects and working with various team members to accomplish common objectives.
- Proficient in Microsoft Office, (PowerPoint, Excel, Word), Constant Contact and sound understanding of graphic design software (InDesign, Photoshop, Illustrator, Quark, HTML).
- Interest in energy efficiency and environment.



**Application Process:**

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

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