



Digital Marketing Associate

May 2022

Job Overview

Are you enthusiastic about helping protect the environment, reducing greenhouse gas emissions, or building a more sustainable energy system? Great, us too! This position is appropriate for new or recent graduates with strong marketing, website, and analytical skills.

NEEP (Northeast Energy Efficiency Partnerships) is a regional nonprofit that promotes the efficient use of energy in homes, buildings, and industry in the Northeast and Mid-Atlantic states. We advance cutting-edge products and practices through efficiency programs and policies. Saving energy creates a stronger economy, a cleaner environment, and a more reliable and affordable energy system. For a better understanding of our important mission and results, visit: www.neep.org.

The Digital Marketing Associate is a key member of NEEP's strategic marketing & communications team serving as a marketing generalist with a digital focus. Bridging the gap between NEEP's energy efficiency expertise and the digital world, the Digital Marketing Associate strategically executes NEEP's digital communications which include a robust website, social media, blogs, and email campaigns as well as some intermediate graphic design.

Working closely with the Director of Partner Engagement, Industry Relations & Event Manager, and the Development Manager, the Digital Marketing Associate assists in producing quality content for website pages, fundraising efforts, events, blog posts, social media updates, database management and general marketing support. Qualified candidates will thrive and deepen their skill base in NEEP's collaborative work environment.

Responsibilities

- Oversee and manage NEEP's social media communities, including demonstrating cultural nuances across a variety of online audiences (Twitter, Facebook, LinkedIn, YouTube)
- Supervise and execute email marketing activities and create e-blasts within Mailchimp
- Develop digital and print marketing collateral (logos, webpages, blog content, social media posts and graphics, e-blast copy) in concert with other staff for NEEP publications and events
- Support Events & Industry Relations Manager with brand development and execution of NEEP summits, workshops, and webinars
- Support Events & Industry Relations Manager with marketing and communication outreach and intake management to maintain industry relationships with members of NEEP's Allies Network
- Perform regular updates, uploads, and edits to keep www.neep.org running securely and optimally, including day-to-day troubleshooting, staff training, and content management
- Work closely with the Director of Partner Engagement to construct and execute dissemination strategies for NEEP reports and other resources (includes: blog strategy, keyword selection, social media messaging, email marketing)
- Refine (editorial and formatting) and design presentations, webinars, reports, and other NEEP resources



- Provide regular analytics reports that detail campaign performance, resource downloads, and overall website status
- Maintain a robust editorial calendar that reflects NEEP's various projects and activities
- Develop and sustain a list of the top energy influencers, blogs, and newsletters for content pitching
- Respect and uphold NEEP's commitment to diversity, equity, inclusion, and justice across all of NEEP's work

Qualifications

- Demonstrated experience or academic achievement in marketing, communications, or other related field
- Experience and interest in managing marketing campaigns
- Strong verbal and written communication skills
- Ability to take direction, work independently, and collaborate with others
- Strong organizational skills with the ability to work on and track multiple projects at one time
- Ability to communicate across differences and recognize the needs and priorities of other individuals and communities
- Knowledge of website management including content management systems, Google Analytics, and Drupal (Drupal 9 preferred)
- Experience with email marketing service required (Mailchimp preferred)
- Proficient in Adobe Creative Suite (Photoshop, InDesign & Illustrator), Canva, and other design software
- Some knowledge of video production a plus

Application Process

To apply please see our posting on LinkedIn (<https://www.linkedin.com/jobs/view/3077057525>). A resume, writing sample, and a cover letter telling us why you're a rock star will be required. **No phone calls please.**

NEEP offers a competitive salary and a generous benefits package including health, dental, life, and disability insurance, personal time, and a generous matching 401(k) with an excellent work/life balance.

NEEP is committed to an organizational culture of inclusion, diversity, and equity. We are committed to a policy of non-discrimination and equal opportunity for all employees and qualified applicants without regard to race, color, sex, age, national origin, and physical or mental disability. We apply this policy to assure non-discriminatory practices in recruiting, hiring, training, promotion, compensation, benefits, and all other activities. It also supports our capacity to achieve our mission on a regional scale.