

## Marketing and Communications Coordinator

Advanced Energy is a non-profit energy consulting firm. We work with electric utilities, government and a wide variety of public and private partners. Our customized services include research, testing, training, consulting and program design.

This position is responsible for supporting the Marketing and Communications Manager with a variety of marketing activities and campaigns. Manage design and production of collateral, create digital materials, assist with social media, coordinate events and execute other marketing strategies.

### Essential Functions

#### Marketing & Communications

- Develop and implement outreach and marketing activities, campaigns and strategies.
- Develop and implement annual outreach plans that supports program goals and outlines promotional and educational strategies.
- Create and send newsletters
- Research and write blog posts
- Maintain/update blogs to keep current
- Create social media posts; develop content for social media outlets such as Facebook, Twitter, Instagram, Pinterest, and LinkedIn
- Design images, infographics, and statistical charts for social media outlets
- Engage and interact with social media audience and followers
- Assist in managing paid social media ads through Facebook and Google
- Track social media progress and elevate success of campaigns and posts
- Review social media strategy and its effectiveness regularly
- Edit fliers and brochures
- Coordinate with various vendors for collateral and specialty items
- Assist with key marketing strategies
- Assist with writing press releases and articles

#### Events & Outreach

- Organize, attend, participate in and/or lead events. Events will include trainings, workshops, stakeholder summits, webinars, and product demonstrations.
- Facilitate meetings and events using facilitation techniques and strategies.
- Manage all event communications including creating flyers, sending invitations, tracking registrations, and sending reminder and follow-up emails.
- Manage, engage existing volunteers, and recruit new volunteers
- Administer volunteer surveys and collect and analyze feedback
- Recommend event participation based on cost, distance, audience, etc.
- Manage event and presentation requests from the public
- Complete necessary paperwork for event participation and provide materials for event execution
- Fulfill staffing needs for events through staff and/or volunteers



- Attend events and conferences
- Deliver presentations when needed
- Along with all team members, serve as spokesperson for Advanced Energy

### **Administrative**

- Submit invoices/expenses; track and follow up
- Assist in developing marketing and communications updates
- Present results of social media and event/outreach efforts
- Manage promotional materials and event equipment
- Request quotes and order new promotional items
- Prepare purchase orders and check requests when needed

### **Requirements**

- Bachelor's degree with concentration in marketing, communications, or public relations, or equivalent experience is required.
- 1-3 years' experience working with social media marketing, communications, or event marketing
- Strong web marketing and online/social networking communications skills; strong oral and written communication skills
- Good knowledge of Microsoft Office and Windows-based computer applications. Design skills using Adobe InDesign, Illustrator, and Photoshop. Familiarity with WordPress a plus.
- Individual must have strong writing, public speaking and presentation skills. Self-starter, highly organized, innovative, and able to work on multiple projects with colleagues at all levels in the organization.
- Must be able to work independently and collaborate with cross-functional teams as required.
- Knowledge of energy is a plus.

### **Work Environment**

- Up to 20% travel may be required, primarily in state, but not usually more than overnight.
- Must be able to lift and carry up to 30 lbs.
- Some manual labor is required for packing/unpacking table, tent and display materials when attending tradeshow and events.
- Normal office environment.

**Location:** Raleigh, NC

**Employment Type:** Full-time

*Advanced Energy is an Equal Opportunity/Affirmative Action Employer. Recruitment provided by Capital Associated Industries. To apply:*

[https://capital.iapplicants.com/application.php?job\\_id=772883&app\\_id=5129](https://capital.iapplicants.com/application.php?job_id=772883&app_id=5129)