

MANAGER, MARKETING AND COMMUNICATIONS

ABOUT THE POSITION

This is an exciting opportunity for a highly organized creative professional who is committed to advancing clean energy futures that are equitable, just, and reflect the beautiful diversity of our communities. You will be working at the forefront of market transformation supporting projects and programs that currently serve more than 2,000 households in local communities across six states. Building community power is an emerging field, so you will need to be both highly organized and nimble in order to respond to dynamic and rapidly evolving state and local markets. Groundswell is a values-driven social enterprise committed to a culture of belonging, and we invite you to review our Statement of Values as you apply.

The Manager, Marketing and Communications is an integral part of the Marketing and Communications team, which is led by the Director, Marketing and Communications and includes our organization's Community Building Specialist, Associated Editor, and Creative Technology Manager. We pursue our work in cross-functional teams, so the Manager will be interacting daily with Groundswell staff members focused on customer support, project development, project finance, and community engagement.

The Manager will be responsible for contributing towards and executing Groundswell's marketing and communications strategy at the organization, local market, and project level in pursuit of our team's mission-driven outcomes. Specific responsibilities will include marketing and communications campaign management in support of specific local initiatives, project management of marketing activities including collateral and events, and tracking and reporting on associated metrics. Audiences are diverse and represent the full clean energy value chain, and include more than 2,000 current residential customers served by Groundswell programs, local community leaders, and Groundswell's national community of colleagues in the energy, equity, and justice fields.

KEY RESPONSIBILITIES

Marketing and Communications

- Program management of Groundswell's overall marketing and communications activities, including maintaining campaign, communications, and event calendars for Groundswell's work in multiple local markets.
- Project management of marketing campaigns, collateral materials, and events.
- Execute day-to-day social media graphics, print collateral, and other materials.
- Manage outside design and media support, as needed.

- Tracking and analytics of marketing and communications campaigns to inform strategy and continuous improvement, including delivering weekly, monthly, quarterly, and annual media activity reports.
- Identify outside market research needs, and initiate and manage market research projects as needed.
- Support of media strategy, including the development and implementation of press releases and pitch plans.
- Support proactive identification of media opportunities.
- Coordination with Associate Editor towards the ongoing development, production and maintenance of the company's internal and external communication vehicles, including the website, marketing materials, publications, newsletters, invitations, flyers, advertisements, and annual reports.
- Ensure all marketing and communication's materials support Groundswell's mission, values, brand, and core messages.
- From time to time, create presentations, articles, reports, and information for internal and external audiences.
- Assist in the development of strategies for current and existing products, launches, and promotions.

Additional Responsibilities

Groundswell seeks to elevate and support all team members in their professional development goals as leaders in their fields. Therefore, as a member of Groundswell's team; in alignment with Groundswell's mission, values, and brand; and with the oversight of the Director, Marketing and Communications; the Manager will:

- Represent Groundswell in public forums that may include stakeholders such as local government, partner organizations, community leaders, and local residents.
- Develop, publish, and present webinars, blogs, social media content, and other materials.
- Seek opportunities to drive continuous improvement in Groundswell programs, processes, and procedures.
- Identify and respond to emerging risks and opportunities.

OTHER DUTIES

This position description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities, and activities may change at any time with or without notice.

COMPETENCIES OR SPECIALIZED KNOWLEDGE

- Project management
- Campaign development and management
- Marketing and communications data tracking and analysis

- Communications with a focus on media
- Brand management
- Ability to execute on day-to-day collateral needs

SUPERVISORY RESPONSIBILITY

This position manages external resources supporting marketing, communications, events, and local community engagement.

WORK ENVIRONMENT

The Manager will work in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, document management filing systems, project management systems, and fax machines.

POSITION TYPE AND EXPECTED HOURS

This is a full-time position. Days and hours of work are eight hours per day, Monday through Friday. Groundswell core offices hours are 9:30 a.m. to 4:30 p.m. Occasional evening and weekend work may be required as job duties demand.

TRAVEL

Occasional travel within the mid-Atlantic region expected.

REQUIRED EDUCATION AND EXPERIENCE

- 3 years of work experience including campaign and/or marketing project management.
- Strong communication skills with the ability to clearly articulate thoughts and complex ideas and to prepare written materials that are coherent, grammatically correct, and professional.
- Fluency with social media platforms and technologies, including analytics.
- Experience with web content management systems (ex: WordPress, Drupal).
- Strong presentation and design skills, including the presentation of complex concepts to a lay audience, both verbally and visually. Strong content creation skills are preferable.
- Commitment to diversity, equity & inclusion, which are among Groundswell's core values, and to being a part of a culture of belonging.
- Passion for Groundswell's mission of building community power.

SUPERVISION

The Manager, Marketing and Communications will report to the Director, Marketing and Communications.

COMPENSATION

Compensation at the Manager level with fulltime employee benefits.

BENEFITS

- Groundswell provides a laptop and other office materials and a monthly stipend for cellular telephone use pursuant to the company policy in place at the time of payment. Eligible for health, dental, vision and prescription benefits. Groundswell pays 100% of monthly healthcare premiums for all full-time employees. Groundswell also covers 50% of spouse and dependents covered under the Groundswell healthcare reference plan.
- Retirement benefits: 401 (k) account and commitment to provide 4% matching.
- Fifteen (15) paid vacation days per year; 8 sick days; 2 personal days. Days accrue at the start of each year.

HOW TO APPLY

Candidates must submit a resume and cover letter to hire@groundswell.org detailing their qualifications and interest in order to be considered for this position.

Groundswell is an equal opportunity employer.

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