

CAPE LIGHT COMPACT
MARKETING & COMMUNICATIONS COORDINATOR
Full-Time
Flexible Hybrid Work Schedule
\$77,209 – \$104,233

Definition

Professional, technical and administrative work supporting the Cape Light Compact's (Compact) Energy Efficiency and Power Supply Programs; all other related work, as required.

Supervision

Works under the direction of the Comptroller; the employee generally works independently, referring specific problems to supervisor, when necessary, for clarification or the interpretation of policies and procedures.

Performs varied marketing efforts related to Compact's energy efficiency and power supply programs which require the exercise of judgment and initiative in planning and conducting projects.

Job Environment

Work is generally performed under typical office conditions. There can be major fluctuations in the work volume, due to state mandated deadlines, increased customer demands, unexpected crises, and events scheduled in unanticipated or short time frames. Required to attend community events and evening meetings.

Operates a computer and general office equipment, and an automobile.

Has constant contact with the media, energy efficiency statewide Program Administrator marketing personnel, vendors, and the general public. Contacts are primarily by phone, and in person at meetings and marketing/press events. Frequent written and email correspondence.

Has access to departmental-related confidential information, such as pending lawsuits and bid documents.

Errors in judgment and performance of duties could affect the ability of the Cape Light Compact to perform its mission and reflect negatively on the Cape Light Compact.

Essential Functions

The essential functions or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

Responsible for the development and implementation of the Compact's overall marketing and communication strategy, in collaboration with the Compact's contracted marketing vendor(s).

Represents the Cape Light Compact on statewide energy efficiency marketing committees.

Responsible for developing vendor scope of work to assist in the delivery of Compact marketing efforts and managing contract for selected vendor.

Compiles, organizes and writes print and electronic reports on programs and services for the Cape Light Compact Governing Board, state agencies, the media and the general public.

Produces written and electronic marketing and educational materials for the Cape Light Compact programs; gathers materials, prepares design and layout, and artwork.

Reviews, disseminates to staff, and approves print and digital assets from the Compact's marketing vendor.

Reviews and approves marketing plans and print and digital assets from the statewide marketing vendors.

Produces press releases for the Cape Light Compact.

Assists staff and Cape Light Compact Governing Board members with media interviews and publicity.

Plans best use of technology to disseminate information. Is the lead staff member responsible for the Cape Light Compact web site and for coordinating updates as required by all contributing staff.

Responsible for managing all Compact social media platforms.

Identifies, organizes and schedules community events. Coordinates with local stakeholder groups to further the marketing goals of the Compact.

Reviews and Processes invoices from various media vendors.

Develops and manages marketing budgets.

Performs similar or related work, as required, directed, or as situation dictates.

Recommended Minimum Qualifications

Education and Experience

Bachelor's Degree in marketing, public relations, communications, or equivalent recommended. Three to five years' experience; or an equivalent combination of education and experience.

Knowledge, Ability and Skill

Knowledge. Knowledge of the Cape Light Compact and role of municipal aggregators under the Massachusetts Restructuring Law. Understanding of the Massachusetts energy efficiency programs. Understanding of local sustainability efforts.

Ability. Ability to plan and develop marketing and communications strategy. Ability to meet deadlines. Ability to prepare reports and formulate recommendations for marketing and communications strategy. Ability to maintain effective working relationships. Ability to develop and maintain positive relationships with community stakeholders and media. Ability to communicate effectively, orally, and in writing. Ability to manage contracted resources.

Skill. Excellent communications skills, including presentation skills, and clarity in public speaking, writing and editing. Excellent interpersonal skills. Management, organizational and planning skills. Sensitivity to political issues. Advanced computer skills; Microsoft Office products, web design and content management experience, and Adobe Design Suite.

Physical Requirements

Minimal physical effort generally required in performing duties under typical office conditions. The employee is frequently required to sit, drive long distances, talk and hear, and use hands. Specific vision related requirements include viewing a computer screen for extended periods.

This job description does not constitute an employment agreement between the employer and employee, and is subject to change by the employer, as the needs of the employer and requirements of the job change.