

# Efficiency Maine Trust

## POSITION DESCRIPTION

**TITLE:** WEB PRODUCTION SPECIALIST  
**REPORTS TO:** DIRECTOR OF COMMUNICATIONS  
**DEADLINE FOR APPLICATION:** OPEN UNTIL FILLED

(Check [www.energymaine.com/opportunities/](http://www.energymaine.com/opportunities/) for status updates)

## ABOUT THE EFFICIENCY MAINE TRUST

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The Efficiency Maine Trust (“Efficiency Maine” or “the Trust”) is the independent, quasi-state agency established to plan and implement energy efficiency programs in Maine. Through its suite of nationally recognized programs, Efficiency Maine provides consumer information, marketing support, demonstration pilots, discounts, rebates, loans, and other initiatives to promote high-efficiency equipment and operations that help Maine’s homes, businesses, and institutions reduce their energy costs and lower their greenhouse gas emissions. The result is job growth, better grid reliability, improved energy independence, a stronger local economy, and critical progress toward meeting the State’s climate change goals. Efficiency Maine is governed by a Board of Trustees with oversight from the Maine Public Utilities Commission. More information on Efficiency Maine can be found at [energymaine.com](http://energymaine.com).

## ABOUT THE POSITION

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The Web Production Specialist role is a junior- to mid-level staff position that supports a variety of Efficiency Maine’s public information and outreach initiatives and marketing for the organization’s programs and initiatives. Illustrative programs include promotion of electric vehicles, heat pumps, weatherization, and other emerging clean energy technology. This position focuses primarily on the design, content and management of web-based solutions (e.g. the Efficiency Maine website), and deployment of digital tools used to support Efficiency Maine’s programs and organizational priorities. The position will assist the Director of Communications and the Website, Multimedia and Marketing Manager, and help create and execute various communications strategies and tactics to ensure the overall success of the Trust and its programs. Example tasks include:

- Create and manage content for WordPress-based website and ensure adherence to Efficiency Maine content policies, procedures, and standards;
- Develop and/or manage web-related data, site design, development, maintenance, administration, and coordination with subcontractors providing these services;
- Develop custom WordPress templates and modify existing ones, as needed;
- Manage and customize existing plug-ins (e.g., Gravity Forms, LearnDash, Envira Gallery, and other site optimization tools);
- Research, recommend, install, and configure new plug-ins, as needs arise;
- Make revisions to custom web-based calculators (Vendor Locator; Home Heating and Cost of Water Heating calculators; CMP and Versant electricity cost calculators, etc.) or work with contractors to execute revisions;
- Manage hosting servers, DNS configuration, SSL certificates, etc., or work with contractors to do so;
- Manage and implement web analytics integrations to enable tools, such as Google Tag Manager, Facebook pixel, etc.; and
- Assist in creation of website and other multimedia tools.

Good communication, organization, and computer skills are required. Experience with project management and an interest in energy and Efficiency Maine’s mission are helpful. Candidates must be able to work as part of a team, as well as independently. Levels of responsibility and autonomy given to the position will be commensurate with experience and performance. This position contributes to a mission-driven, dynamic, fast-paced work environment. This position is not part of the Maine State Civil Service System.

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## ESSENTIAL FUNCTIONS / MAJOR RESPONSIBILITIES (include but are not limited to)

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- Develop and/or coordinate the production and posting of new content conforming to the overall graphic design elements of the Trust’s website and online elements produced by the Trust.
- Perform other website support tasks, such as:
  - Website content creation and management;
  - WordPress maintenance and optimization;
  - WordPress plug-in configuration and update management;
  - WordPress plug-in evaluation, selection, installation, and configuration;
  - Gravity Forms creation and custom configuration;
  - WordPress widget creation and revision;
  - Web analytics implementation;
  - RFP/RFQ/FON/PON website posting and management;
  - Periodic review for broken links, orphaned pages, security vulnerabilities, and forms and fixing same;
  - Identify and update/repair outdated and broken web pages, tools and functions;
  - Web hosting management and optimization (optional);
  - Web server management and configuration (optional);
  - SSL certificate administration (optional);
  - WordPress template development and revision (optional);
  - Style sheet development and revisions (optional);
  - Custom JavaScript coding and implementation (optional);
  - Website calculator creation, maintenance, and data updates (optional); and
  - CRM (Infusionsoft) management and maintenance (optional).

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## SUPERVISORY RESPONSIBILITIES

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- Position currently has no supervisory responsibilities over other members of the Trust staff.
- Position could potentially manage the work of sub-contractors engaged to help implement programs.

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## POSITION REQUIREMENTS AND PREFERENCES

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- Education – Bachelor’s degree preferred. Emphasis of study in website development or computer science preferred, or similar combination of education and experience, preferred.
- Experience – Preference for a candidate who has “hands on” experience developing and maintaining a WordPress-based website; and selecting, installing, and configuring plug-ins. Ability to write custom JavaScript to enhance native plug-in features as well as an ability to develop custom calculator tools are a plus.
- Skills Required –
  1. Proficiency as a WordPress-based website content manager.
  2. Preference for proficiency in:
    - a) Hypertext Markup Language (HTML).
    - b) Cascading Style Sheets (CSS).
    - c) JavaScript (JS)
    - d) Gravity Forms
    - e) SSL certification processes
    - f) Responsive Design
    - g) Search engine optimization (SEO)
    - h) Image cropping, sizing, and optimization
  3. Teamwork – Ability to foster teamwork, establish and maintain positive working relationships with others, both internally and externally, to achieve goals of the organization and to build a culture of customer service.
  4. Communications – Ability to speak, write and present in a clear, thorough and timely manner using appropriate and effective communication tools and techniques; ability to communicate technical information to a broad range of readers; ability to observe, ask relevant questions, and listen intently to gain actionable insights; demonstrated success in developing a clear understanding of the intended meaning of others; ability to communicate across all levels of the organization; ability to handle phone calls professionally.
  5. Project management – Ability to develop plans with clearly assigned tasks, assignments, and due dates; gain buy-in from participants and keeping the project on schedule; proficiency in handling multiple assignments; ability to work both alone and in a team environment; ability to contribute to accurate budget management.
  6. Creativity – Demonstrated ability to apply creativity and innovation to the workplace and organization assets to advance the objectives of the organization.

7. Process thinking – Ability to understand and document steps needed to accomplish goals in a repeatable, sustainable, and scalable fashion.
8. Problem solving – Ability to identify and assess problem situations, identify causes, gather and process relevant information, generate possible solutions, and resolve the problem.
9. General – Capacity to use computers effectively and efficiently; Attention to detail; Flexibility in handling multiple assignments at the same time.

### **Working Conditions**

Usually works in an office environment, with opportunities for some remote work with supervisor approval. Occasional travel required around Maine.

### **Physical Demands**

Most duties performed from seated position, with occasional standing and walking. Frequent use of computer keyboard requiring finger dexterity and eye-hand coordination. Occasional driving required.

### **Compensation**

Compensation will be commensurate with qualifications and experience, and consistent with applicable laws. A competitive benefits package is offered including employer-subsidized health and dental plans, short-term and long-term disability insurance, life insurance, and retirement plan with employer match. Efficiency Maine Trust is an equal opportunity employer.

### **Next Steps**

Please send a resume and cover letter indicating that you are applying for the position of Web Production Specialist and describe your interest in Efficiency Maine and relevant qualifications. If you do not live in Maine, describe your interest in the state. Send all materials to [hr@efficiencymaine.com](mailto:hr@efficiencymaine.com).

*The above information is designed to outline the functions and position requirements of this job. It does not identify all tasks that may be expected, nor address the performance standards that must be maintained. Other duties are as assigned or as priorities of the Trust dictate.*

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