

Efficiency Maine Trust

POSITION DESCRIPTION

TITLE: WEBSITE, MULTIMEDIA AND MARKETING MANAGER
REPORTS TO: DIRECTOR OF PUBLIC INFORMATION AND OUTREACH
DEADLINE FOR APPLICATION: OPEN UNTIL FILLED

(Check www.energymaine.com/opportunities/ for status updates)

ABOUT THE EFFICIENCY MAINE TRUST

The Efficiency Maine Trust (“Efficiency Maine” or “the Trust”) is the administrator for programs to improve the efficiency of energy use and reduce greenhouse gases in Maine. The Trust’s suite of nationally recognized programs provides consumer information and financial incentives to promote the purchase of high-efficiency, clean-energy products, including heat pump technology, electric vehicles, LED lighting, and home weatherization. It serves all customer sectors and all regions of the state. Key elements of the Maine Climate Council’s climate action plan are developed and implemented by the Trust. It is an independent, quasi-state agency. More information on Efficiency Maine can be found at energymaine.com.

ABOUT THE POSITION

The Website, Multimedia and Marketing Manager is a 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), production of multimedia assets and resources (e.g. videos, radio ads, PowerPoint presentations) and deployment of social media tools used to support Efficiency Maine’s programs and organizational priorities. The position will assist the Director of Public Information and Outreach, Senior Manager for Public Information and Outreach, and help manage a team of sub-contractors, in creating and executing various communications strategies and tactics to ensure the overall success of the Trust and its programs. Example tasks include:

Website Management and Maintenance:

- Serve as a managing editor for content on the website and manage the implementation of 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.
- Assist in creation of website and other multimedia tools.
- Manage compilation and dissemination of Google Analytics.
- Manage compilation and dissemination of Website Performance and traffic reports.
- Budget, manage and accurately process Google Ad invoices.
- Review site postings.

Marketing:

- Maintain and periodically review Efficiency Maine brand attributes and guidelines. Ensure all outbound communications maintain a consistent “look and feel.”
- Contribute to and manage aspects of information disseminated through the Efficiency Maine website, webinars/web training, press coverage, social media, printed flyers and brochures, posters, traditional advertising, and other multimedia tools.
- Coordinate and support the development of videos, including informational and educational videos, case studies, and web tutorials.
- Hire and oversee designers, photographers, and videographers for special projects. Maintain a digital library of photos and videos.
- Manage Vimeo and YouTube presences.

Social Media:

- Manage and use social media management platforms, such as Loomly, to support organization presences on Facebook, LinkedIn, and Twitter.
- Assist in creation of social media campaigns and posts that support programs. Generate, edit, publish, and share compelling content.

General Support for Organization Multimedia:

- Manage Efficiency Maine’s Webex and Zoom platforms, including support for monthly Board of Trustees meetings (if a Zoom meeting is required), webinars and web-based training.

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.

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

- Manage Efficiency Maine’s online presence. This includes developing and/or managing other staff and subcontractors to develop and maintain all aspects of the Efficiency Maine website. Develop and/or coordinate the writing, production and posting of new content and social media campaigns, and inform the overall graphic design elements of the Trust’s website and online elements produced by the Trust.
- Serve as a managing editor for content on the website and manage the implementation of Efficiency Maine content policies, procedures, and standards.
- Establish best practices and business cases for the use of new digital communication technologies, and identify and recommend which technologies can best help the Trust meet its mission. Analyze and make recommendations on the Trust’s use or participation in new Internet, social media, or web meeting platforms.
- Create, draft, design, edit, and produce (or coordinate with other staff and subcontractors to do the same) the Trust’s collateral and marketing materials, including brochures, case studies, and advertisements for all media (print, digital, and broadcast).
- Contribute to and/or develop strategic plans in support of program goals demonstrating management skills, such as working on teams, handling tasks associated with project management, and using project planning and management software.
- Coordinate and support the development of Trust videos, including case studies and web tutorials.
- Implement short- and long-term strategic planning of the Trust’s web and social media presence.
- Maintain awareness of the Trust’s programs and initiatives and identify opportunities to use the Internet and social media outlets and/or develop materials to meet program goals.
- Assist Director of Public Information and Outreach and the Senior Manager for Public Information and Outreach with organizing special events, including an annual gathering, seminars, symposia, and special meetings.

SUPERVISORY RESPONSIBILITIES

- Position currently has no supervisory responsibilities over other members of the Trust staff.
- Position will participate in managing the work of sub-contractors engaged to help implement programs.

POSITION REQUIREMENTS AND PREFERENCES

- Education -- Bachelor’s degree required. Major or emphasis of study in communications, digital media, or visual arts preferred, or similar combination of education and experience, preferred. Knowledge of energy, economics, or environmental studies valued.
- Experience – Preference for a candidate who has “hands on” experience: Developing and maintaining a website; Handling postings through social media; Developing, maintaining and communicating through contact lists (e.g., Infusionsoft, etc.); Handling electronic audio and visual files and related communications materials.
- Skills Required –
 1. Proficiency as a Word Press-based website developer.
 2. Preference for proficiency in:
 - a) HyperText Markup Language (HTML).

- b) Cascading Style Sheets CSS).
 - c) JavaScript (JS)
 - d) PHP, Java, ASP, and/or Perl.
 - e) Bootstrap
 - f) Responsive Design
 - g) Search engine optimization (SEO)
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, although working remotely may be required during the pendency of COVID-19 pandemic restrictions. 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 Website, Multimedia and Marketing Manager 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.

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.
