

Efficiency Maine Trust

POSITION DESCRIPTION

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

(Check <https://www.efficiencymaine.com/careers/> 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. 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 efficiencymaine.com.

ABOUT THE POSITION

The Communications Specialist is a junior staff position that supports all aspects of Efficiency Maine’s public information and outreach activities and initiatives. This position provides support for the strategic direction, management, and implementation of a full range of communications tasks to advance the mission of the Trust. The Communications Specialist will assist the Director of Communications; the Website, Multimedia and Marketing Manager; sub-contractors, and assigned program teams in creating and executing various communications strategies and tactics to ensure the overall success of the Trust and its programs. Example tasks include:

External and Organization Communications:

- Draft blog posts on topics that support program initiatives and campaigns.
- Develop Efficiency Maine contributions to utility and partner newsletters and inserts.
- Monitor, capture, distribute, and track/save media coverage.
- Compile press and events section for monthly Board of Trustees Report.
- Serve as back-up for Zoom logistics (when necessary).
- Support planning and logistics for in-person and virtual meetings.

Marketing:

- Serve as a Communications Team liaison for assigned program teams.
- Support the development of collateral and marketing materials, including an annual report, monthly mailings to rebate recipients, brochures, flyers, posters, business reply cards, case studies, and advertisements for all media (print, digital, and broadcast) that support the development and implementation of program marketing efforts.
- Execute basic/minor updates to the Efficiency Maine website using WordPress content management system (CMS).
- Support production of branded material and program collateral using Adobe Creative Cloud applications.
- Develop and manage program email notifications and campaigns using customer relationship management (CRM) software, such as Infusionsoft/Keap.
- Support the development of Trust videos, including case studies.
- Manage production and distribution of print materials, such as brochures and information guides.
- Support development of PowerPoint presentations for external audiences.
- Support in-person and virtual special events, including in-person and virtual press conferences, an annual gathering, seminars, webinars, symposia, and special meetings.

Social Media:

- Develop and/or coordinate the writing, production, and posting of new content and social media campaigns that support the Trust's programs and initiatives.
- Use social media management platforms, such as Loomly, to contribute to organization presences on Facebook, LinkedIn, and Twitter.

General Support for the Organization:

- Contribute to the management and accurate tracking of the Public Information and Outreach budget, including procurement of goods and services.
- Order staff nametags and business cards, and other branded materials.
- Support coordination and logistic connected with Staff Events.

This position has professional development opportunities that provide training and experience necessary to enhance the scope of the communications specialist role. Strong 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)

- Support all communications/public relations strategies and tactics developed by and with the Director of Communications and the Website, Multimedia and Marketing Manager to ensure the overall success of the Trust and to support Efficiency Maine's programs and organizational priorities.
- Contribute to the development and dissemination of Efficiency Maine messages through its website, webinars/web training, social media, printed flyers and brochures, posters, traditional advertising, and other tools.
- Assist Director of Communications and the Website, Multimedia and Marketing Manager with organizing in-person and virtual special events, including press conferences, an annual gathering, seminars, webinars, symposia, and special meetings.
- Support monthly Board of Trustees meetings.
- Support the development of Trust collateral and marketing materials, including brochures, case studies, and advertisements for all media (print, digital, and broadcast). Materials may be developed in-house, or the Communications Specialist will collaborate with subcontractors providing design services.
- Contribute to 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.

SUPERVISORY RESPONSIBILITIES

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

POSITION REQUIREMENTS AND PREFERENCES

- Education – Bachelor's degree or similar relevant experience required. Major or emphasis of study in communications, energy, environmental studies, public programs and policy, graphic design and/or public relations, or similar combination of education and experience.
- Experience – Preference for candidates demonstrating experience: working in an office; collaborating as part of a team; using project planning and management software; basic working knowledge of spreadsheets; planning and running meetings; handling postings through social media; developing, maintaining, and communicating through contact lists (e.g., Infusionsoft, etc.).
- Skills Required –
 1. 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.
 2. 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.

3. 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.
4. Process thinking – Ability to understand and document steps needed to accomplish goals in a repeatable, sustainable, and scalable fashion.
5. Problem solving – Ability to identify and assess problem situations, identify causes, gather and process relevant information, generate possible solutions, and resolve the problem.
6. 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. and ability to understand what is on the monitor. Responsibilities include support for conferences and other events, such as carrying boxes and exhibit equipment to and from event locations, setting up and packing up booths, and engaging with conference attendees.

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 Communications 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.

This job description is not designed to cover or contain a comprehensive list of all activities, duties, or responsibilities that are required in this position. Other duties are as assigned or as priorities of the Trust dictate.
