



TITLE: MARKETING MANAGER

Exempt/Non-Exempt: Employee

TO APPLY: Please forward resume and cover letter to shelley@ecvt.net

OVERVIEW

The Energy Co-op of Vermont, where community ownership and sustainable energy practice meet. Established in July 2001, we've grown to serve over 2,500 of your neighbors in northwest and central Vermont. As a not-for-profit Cooperative, our members are our owners. When you chose to partner with us, you're not just a customer--- you're an integral part of our mission.

Our tag line "Use Less, Save More," reflects our commitment to helping members reduce energy costs while transitioning to renewable fuels. As a "different kind of energy company," we deliver heating oil and kerosene, but our goal is to promote energy efficiency and renewable energy adoption.

Our diverse portfolio includes the delivery of heating oil, kerosene, and wood pellets, along with comprehensive heating system maintenance, repairs, and replacement for our members. We specialize in installing highly efficient, cold-climate heat pumps, conducting cost-effective energy audits, and executing home weatherization projects. To ensure smooth operations, we maintain a fleet of fuel delivery trucks, a wood pellet delivery truck and several service vans all centered at our administrative and operational base in Colchester, Vermont.

Despite the dynamic shifts in economic conditions and oil markets, we remain steadfast in our commitment to serving the community. As one of the few fuel dealers offering price protection programs, our resilience shines through, ensuring our valued members receive unparalleled support and service.

Join us in shaping a sustainable future while enjoying the benefits of community ownership and energy savings. Apply now to be part of The Energy Co-op of Vermont Team. Candidates across all markers of identity (age, race, gender, ability, veteran status, communication style, etc.) are highly encouraged to apply.

GENERAL DESCRIPTION OF DUTIES

The Marketing Manager collaborates closely with the General Manager to design and execute comprehensive marketing strategies and materials aligned with the goals and vision of the Energy Co-op of Vermont. This role provides pivotal support to all lines of business by developing targeted marketing campaigns, fostering customer relationships, and driving sales growth. This position is responsible for crafting compelling messaging and content across various channels to effectively communicate the value proposition of the Co-op's products and services. Additionally, this position works cross-functionally with internal teams to ensure seamless integration of marketing efforts and support ongoing initiatives to enhance lead management, customer satisfaction and retention.

REPORTING TO: General Manager

SPECIFIC JOB DUTIES AND RESPONSIBILITIES

- **Develop Marketing Strategies:** develop and execute strategic marketing plans that align with the Co-op's mission and goals. This includes identifying target markets, crafting messaging, and implementing campaigns across various channels.
- **Generate Leads and Drive Sales:** utilize marketing tactics, such as email marketing, social media campaigns, and community outreach, to generate leads and drive sales of our energy products and services. Track incoming leads and sales conversions, build relationships with potential customers, and educate them about the benefits of our offerings.
- **Customer Relationship Management:** nurture relationships with existing customers to enhance retention and upsell opportunities. Provide exceptional customer service and support throughout the sales process from initial contact to post-purchase follow-up.
- **Market Research and Analysis:** conduct market research to identify industry trends, competitor strategies, and customer preference. Analyze data to assess campaign effectiveness and make data-driven recommendations to improve outcomes.
- **Content Creation:** create compelling content, including blog posts, social media posts, newsletters, website graphics and promotional materials. Ensure all content is consistent with the Co-op's brand voice and messaging.
- **Event Planning and Participation:** plan and coordinate marketing events, such as workshops, webinars, and community outreach initiatives. Represent the Co-op at industry events, home shows and networking opportunities to promote our products and services.
- Performs all other duties as needed or assigned.

QUALIFICATIONS

- Bachelor's degree in Marketing, Business Administration or related field.
- 3+ years of experience in marketing and sales, communications, advertising, community engagement and/or public relations preferably in the energy industry or related field.
- Proven track record of developing and executing successful marketing campaigns.
- Strong communication and interpersonal skills, with the ability to build rapport with customers and stakeholders.
- Demonstrated problem solving skill and ability to be organized, detailed and deadline-oriented, and accurate.
- Experience working with a variety of delivery channels (in person, website, social media, print and other media) to promote designated products and services.
- Proficiency in digital marketing tools and platforms, including email marketing software, social media management tools and CRM systems.
- Proficiency in Microsoft Office applications, including Word, Excel, and PowerPoint.
- Basic proficiency in Photoshop and Adobe Acrobat.
- Analytical mindset with the ability to interpret data and make data-driven decisions.
- Creative thinker with the ability to generate innovative ideas and solutions.
- Passion for sustainability and environmental conservation