



## Position Description

<b>Job Title:</b>	Marketing & Communications Director	<b>Reports to:</b>	Vice President of Education and Events
<b>FLSA Status:</b>	Full-Time, Exempt	<b>Location:</b>	Pittsburgh Office

### SUMMARY

The Marketing & Communications Director is responsible for promoting the Home Performance Coalition and its events and initiatives and for managing its brand developed through targeted marketing and communications efforts. Working closely with all HPC staff members, leadership, and stakeholders, the Marketing & Communications Director ensures that HPC is regarded as a leader in education, advocacy, policy, and research in the home performance and weatherization industry.

### KEY TASKS AND RESPONSIBILITIES

#### Marketing & Communications

- Developing and executing key strategic marketing and communications campaigns
- Serving as the primary marketing & PR contact; responding to all media and promotional requests
- Managing the HPC brand- including actively educating our audience on what HPC does and why it matters to them; any changes and added services; protecting the brand whenever necessary
- Managing HPC's social media presence
- Creating content for promotional emails
- Developing promotional content for HPC's weekly e-newsletter
- Write and manage the distribution of HPC press releases
- Developing promotional materials for events and initiatives
- Manage and update the HPC website
- Producing on-site branding and marketing components for events, including welcome remarks, slides, program books, and signage

## **Strategic Partnerships**

- Developing relationships and stewarding current relationships with sponsors and industry partners for promotional collaboration
- Managing current partnerships and cultivating new partnerships with industry publications
- Work closely with marketing staff from HPC sister organizations to further mutual goals

## **Marketing Operations**

- Analyzing campaign performance (promotions, press releases, social media) and website traffic statistics to make recommendations for adjustments or changes
- Analyzing current data and identifying our needs
- Managing the marketing budget
- Managing relationships with and providing direction to independent contractors and vendors for the production of marketing materials

## **Supporting HPC Staff**

- Working closely with HPC's sales team to support and, at times, guide the cultivation, lead management, and stewardship process
- Serve as lead, sometimes delegating the following tasks:
  - Maintaining current information on HPC's website
  - Coordinating the supply of marketing materials
  - Coordinating giveaway items for the National conference
  - Soliciting bids for printers for event program books
  - Soliciting bids for a photographer and videographer for the National conference
  - Developing the national conference app
  - Updating conference information in the national conference event site

## **SKILLS AND ATTRIBUTES**

- Excellent writing and editing skills; familiarity with Chicago style helpful
- Superior project management skills and high level of comfort managing multiple projects with varying deadlines in a fast-paced, detail-oriented environment. High level of comfort adapting to changing needs
- Proficiency in MS Office and familiarity with Adobe Creative Suite, particularly basic knowledge of Photoshop; experience with Constant Contact a plus
- Experience in creating compelling web content
- Experience managing social media platforms
- Expertise in social media posting tools
- Excellent customer service, interpersonal, and communication skills
- Sense of humor is a serious plus
- Ability to stay calm in high stress situations helps...a lot
- Ability to work collaboratively with staff and stakeholders.
- Commitment to the overall sustainability of HPC and its mission.

- Professional appearance and manner.
- Must be willing to travel for the annual conference, and regional events as needed- at least one week, no more than four weeks during the year

**EDUCATION / EXPERIENCE**

- Minimum three years professional, related work experience
- Bachelors level or higher degree in a related field
- Experience with small organizations is a plus
- Experience in or demonstrated deep understanding of the building performance/ clean energy field a major plus

Employee \_\_\_\_\_ Date \_\_\_\_\_

VP of Education and Events \_\_\_\_\_ Date \_\_\_\_\_

CEO \_\_\_\_\_ Date \_\_\_\_\_

*Revised: July, 2018*