

To support our growth in technical building and energy efficiency analytics, we are seeking a communications specialist to support our Residential Energy Efficiency team. A successful candidate will contribute to the development of innovative, accurate, timely, and high-quality products and services, typically working on multiple projects with all levels of staff. The selected candidate will support our energy efficiency team working with the U.S. EPA ENERGY STAR Certified Homes program, and other government and private sector clients. The Residential Energy Efficiency team supports federal, state, and local government clients through planning, analysis, and implementation of energy efficiency programs. The team's work is grounded in high-quality analysis to give clients confidence that their programs deliver cost-effective savings. Building off the analytical base, the team communicates program requirements and policies through program documents, training materials, presentations (in-person and virtual), and answering partner questions. The team then helps clients successfully implement and evolve programs through maintaining relationships with and outreach to key stakeholders.

**Key Responsibilities:**

- Developing and implementing communication and marketing strategies, preparing and presenting persuasive presentations, and relationship building activities.
- Conduct outreach to stakeholders to provide communications and marketing tools that effectively engage their customer base and educate about the benefits of government's voluntary home-labeling programs.
- Assessing current communications and marketing strategies and recommending and developing new content to support continued growth of the programs.
- Working with the client weekly to develop and implement communication strategies.

### **Basic Qualifications:**

- Bachelor's degree in Communications, Marketing, or related subjects
- 3-5 years of related residential or commercial communication and marketing work experience
- Detail-oriented with proven quality control / quality assurance of work products
- Strong quantitative and analytical skills, with ability to communicate to a wide range of audiences
- Experience working with technical, analytical and marketing-oriented clients

### **Preferred Skills/Experience:**

- Knowledge of B2B and B2C marketing and communications methods and best practices, including digital channels.
- Knowledge of the residential building industry and stakeholders.
- Ability to track and analyze the effectiveness of B2B and B2C marketing and communications tactics against goals and provide recommendations to improve results.
- Ability to evaluate creative against program/project goals and target audience preferences.
- Professional work experience or internships related to residential communications and/or marketing, preferably within the home construction, real estate, and/or green building industries.

### **Professional Skills:**

- Excellent verbal, interpersonal and written communication skills
- Strong problem-solving and decision-making capabilities

- Strong organizational skills with the ability to prioritize multiple concurrent projects and manage deadlines
- Team player with the ability to work in a fast-paced environment
- Sound business ethics, including the protection of proprietary and confidential information
- Ability to work with all levels of internal staff, as well as outside clients and vendors
- Proficiency in MS Office Applications (Word, PowerPoint, Outlook, Excel)
- Ability to be flexible to handle multiple priorities

If you want to work on the leading issues of the day, if you want your work to reflect your passion in life, if you truly want to make the world a better place, then you want to work at ICF.

Whether ensuring efficient use of energy resources, protecting the environment for generations to come, supporting cancer and HIV/AIDS patients and returning veterans, keeping young people in school and educators informed, delivering results in emergency preparedness, or breaking ground in any number of today's issues, ICF works in the topics that lead the news.

We have a passionate commitment to our work and to helping our clients achieve their objectives. We combine technical expertise with world-class analytics. We provide room for entrepreneurial thinking and grass-roots innovation to achieve compelling results for both our clients' projects and our own company. All our work is done in a professional, collegial, and intellectual environment that allows individuals the latitude they need to perform work that parallels their passions.

### **Working at ICF**

Working at ICF means applying a passion for meaningful work with intellectual rigor to help solve the leading issues of our day. Smart,

compassionate, innovative, committed, ICF employees tackle unprecedented challenges to benefit people, businesses, and governments around the globe. We believe in collaboration, mutual respect, open communication, and opportunity for growth. If you're seeking to make a difference in the world, visit [www.icf.com/careers](http://www.icf.com/careers) to find your next career. ICF—together for tomorrow.

ICF is an equal opportunity employer that values diversity at all levels. (EOE – Minorities/Females/ Protected Veterans Status/Disability Status/Sexual Orientation/Gender Identity). For more information, please read our [EEO & AA policy](#).

*Reasonable Accommodations are available for disabled veterans and applicants with disabilities in all phases of the application and employment process. To request an accommodation please email [icfcareercenter@icf.com](mailto:icfcareercenter@icf.com) and we will be happy to assist. All information you provide will be kept confidential and will be used only to the extent required to provide needed reasonable accommodations. Read more about non-discrimination: [EEO is the law](#) and [Pay Transparency Statement](#).*

Fairfax, VA (VA01)