

Job Description: Marketing Manager

Date Updated: November 2020	Location: Detroit, MI
Reports to: Business Development Director	Dept./Program: Business Development
FLSA Status: Exempt	Niche: Energy Waste Reduction/Energy Efficiency

Company Overview:

Walker-Miller Energy Services is a 20-year-old Detroit-based, core-values driven company committed to changing lives through energy efficiency. We create and manage customized energy waste reduction programs that help electric and gas utilities meet mandated energy savings goals.

Our experience driven philosophy of energy efficiency as economic development helps families and businesses save energy and save money. Through innovative, inclusive initiatives, we help build communities by creating local jobs, producing equitable energy savings for all rate payers, and spurring the growth of diverse local businesses.

Our operating philosophy is reflected in our core values. We refer to them as B-Hive.

B - Boldly Go

H - Humble Confidence

I - Inclusive Stewardship

V - Value Reputation

E - Extraordinary Experience

Position Summary:

This position is responsible for leading a team with excellent communication, networking, and program management skills. This dynamic multifunctional position involves elements of marketing, business development, and customer engagement. In this role you will manage the launch and day-to-day execution of co-marketing and incentive partnerships with our partners. The Marketing Manager works closely with internal and external resources and will be responsible for empowering sales and operations with relevant marketing activities to engage prospects, creating awareness in the community and assisting the client reach their goals.

Position Duties and Responsibilities: This list of duties and responsibilities is not all-inclusive and may be expanded to include other duties and responsibilities, as management may deem necessary from time to time.

- Manages both marketing and outreach resources and collateral
- Comprehends client’s mission into strategic marketing deliverables for Walker-Miller
- Designs and executes the strategy to maximize the impact of marketing
- Reviews and ensures Walker-Miller core values are represented in marketing strategy, campaigns, and content (written, graphic and digital)
- Manage all elements of assigned marketing projects, including scheduling, media buying, copy writing, social media, editing, graphic design, website content, email blasts, and search engine marketing (S.E.M.)
- Manages elements of outreach initiatives, including strategic placement of outreach team members, initial outreach communications that maximizes exposure of the energy efficiency implementation services Walker-Miller provides, maximize exposure and customer conversion rates at events
- Lead the creation of compelling and culturally sensitive marketing materials to be used in all clientele content
- Monitor budgets and ensure that initiatives, campaigns, and projects are staying within budget
- Performs content creation and executes marketing strategy

Education and Experience:

- Bachelor's degree in Advertising, Marketing, Communications, or related field of study from an accredited college; MBA is preferred
- 10+ years of experience in marketing and/or outreach while managing campaigns and projects, preferably in energy efficiency implementation
- Experience in various marketing/communication methodologies, digital campaigns, print media, marketing, communications system design, and advertising
- Experience in outreach or face to face sales

Required Knowledge, Skills and Abilities:

- Demonstrated ability understanding and accurately representing diverse cultures in marketing projects and campaigns
- Demonstrated ability to effectively manage multi-channel marketing campaigns
- Experience in influencer marketing a plus
- Demonstrated knowledge of creative services and finished production processes involved in creating marketing materials for print, and web; broadcast is a plus
- Previous experience with copy writing, editing, and proofreading, strongly preferred
- Previous experience with event planning
- Excellent written and verbal communication, presentation, and interpersonal skills
- Able to work successfully in a diverse team environment
- Demonstrated ability in handling multiple priorities, project management and meeting deadlines and strong planning and organizational skills
- Demonstrated strong leadership skills for marketing and outreach/sales departments
- Proven relationship building, persuasion and influence skills
- Ability to proactively monitor and adjust activities to respond to changing circumstances and priorities to meet goals, proactively address issues as they arise and mitigate risks associated to events
- Must be able to relate to and communicate effectively with varied socio-economic multiethnic individuals and/or groups
- Must be available for some client-required evening or weekend appointments

Licenses & Certifications:

- Valid driver's license

Physical Demands and Work Environment:

- Required to sit, stand, walk; talk and hear; and ability to touch and handle tools and/or controls
- The employee is frequently required to stand, walk, kneel, crouch, and/or crawl
- Ability to lift up to 30 pounds
- Noise level is typically low to moderate

Note: Reasonable accommodations may be made for individuals with disabilities to perform the essential functions of this position.

The above information describes the general duties and requirements necessary to perform the principle functions of the position. This shall not be construed as a detailed description of all the duties and requirements that may be necessary in this position.

Walker-Miller Energy Services is an Equal Opportunity Employer