

Earth Forward Group

## **Director of Marketing job description**

### **Overview of Organization:**

Earth Forward Group, LLC (EFG) is a woman-owned small business incorporated in the State of Connecticut, with offices throughout New England and New York. The company was formed in New Haven, CT in 2015 and provides workforce development training, sustainability consulting, program design and management, business development, and marketing & outreach services to public, private, and nonprofit entities related to energy efficiency, renewable energy, weatherization, building performance and sustainability management.

EFG was developed by a group of graduate students with a shared interest in building a more sustainable future. Increasingly we see that clients are looking for innovative, bespoke solutions for their businesses that consider the human and environmental impact of their operations. Federal policies are increasingly supporting the development of these solutions. Our planet has never had so many inhabitants, communities are connected like never before and technology is driving change and threatening traditional industries. There is a constant state of flux, from regulatory policy to weather events. To that end, we observed a need for EFG to help organizations navigate societal complexities and proactively manage risk.

### **Job Description:**

EFG is looking for a Director of Marketing to join the team as we enter our next phase of growth. This primarily involves developing and implementing our marketing strategy in line with the broader organizational growth strategy to strengthen the company's market presence and brand.

The ideal candidate will be an experienced and highly organized professional with a passion for the job and for the mission of EFG. He/She will be a skilled marketing strategist and able to drive creativity and enthusiasm in others. Duties may include, but are not limited to:

- Brand planning and ownership to strengthen our brand in the marketplace
- Developing annual marketing strategies and plans in collaboration with the EFG team
- Creating or executing promotional campaigns
- Managing the marketing budget
- Overseeing marketing team members responsible for various segments or projects and doing some of this directly given the small size of our team (e.g., content, search engine optimization, advertising, email, branding, PR, social media)
- Ensuring compliance with laws and regulations governing marketing efforts (e.g. SPAM, GDPR, private customer information)
- Creating brand standards and templates and training staff to ensure alignment to standards

**Desired Experience:**

- Excellent communication and interpersonal skills. They need to develop effective marketing campaigns and create content that is both engaging and informative.
- Strategic thinking and leadership to develop new ways to reach consumers and grow the business.
- Knowledge about current market trends in climate change, climate resilience work, decarbonization goals, consulting, and the weatherization industry.
- Demonstrable knowledge and experience leveraging social media, search engine optimization, and other tactics to promote a company's products or services.
- Resilience and flexibility, able to work well under pressure, in ambiguity, and meet deadlines.
- MBA or equivalent experience in marketing positions with progressing responsibilities
- Bachelor's degree required.

**Compensation:** This role will be paid \$45-\$50 / hour, with a maximum of 30 hours allotted per week as a contractor of Earth Forward Group.