

MEEA Position Announcement

Marketing Associate

Organization Overview

The Midwest Energy Efficiency Alliance (MEEA) is a collaborative network, promoting energy efficiency to optimize energy generation and reduce consumption, create jobs and decrease carbon emissions in all Midwest communities.

At MEEA, we leverage our expertise to be the Midwest's leading resource for our members, allies, policymakers and the broader sector to promote energy efficiency as the essential pathway to achieve a clean, affordable, equitable and sustainable future. MEEA serves as a technical resource, promotes program and policy best practices and highlights emerging technologies, all to maximize energy savings, reduce costs, improve resilience and lower energy burden.

Position Overview

MEEA seeks a candidate who can write and design with a strong professional voice and look. We offer a supportive, high-performing environment where you will have a strong role in the marketing program's decisions in a culture that recognizes, develops and values great work.

We are looking for someone to support our internal and external marketing, for specific programs and the full organization. This individual should be able to see how MEEA communications affects the organization overall and look for opportunities to position the organization as the trusted source of energy efficiency in the Midwest and nationally.

The Marketing Associate will report to the Membership & External Relations Director and be responsible for the day to day administration of MEEA's marketing and communications. Responsibilities include but are not limited to the following:

Responsibilities

- Prepare general communications to MEEA members and larger audience under the direction of Membership & External Relations Director
- Primary staff to manage MEEA website with support of staff web team
- Assist in development and production of MEEA marketing for all printed and electronic materials, including annual report, brochure and conference/ event related materials
- Responsible for the development and distribution of the MEEA Minute, MEEA's monthly newsletter
- Assist in coordinating MEEA webinars to ensure consistent content and promotion
- Maintain MEEA's social media presence, including LinkedIn, Twitter and MEEA blog
- Work with Membership & External Relations Director on MEEA's internal and external PR campaigns
- Assist in managing and maintaining MEEA branding
- Work with MEEA staff on white papers, fact sheets and other research; designing marketing collateral; and assisting in development of presentations
- Manage MEEA's speakers' bureau, assisting staff to promote and secure speaking engagements

Qualifications

The successful candidate must possess the following qualifications:

- Experience with marketing in B2B and B2C environments
- Experience with membership organizations
- Experience with PR programs preferred but not required
- Minimum 2 years' experience working in organizational marketing position
- Proficient with social media platforms: Twitter, Linked
- Familiarity with Google Analytics and Google AdWords
- High-level writing and speaking skills
- B.A. or B.S. in Marketing, Communications or a related field
- Familiarity in Microsoft Office: Word, Excel, Publisher; and Adobe design software: InDesign and Illustrator
- Ability to manage multiple projects and responsibilities and adapt to shifting priorities
- Passion for and commitment to energy efficiency

Compensation

The Membership Associate position starts at an annual salary of \$50,000. Compensation for selected candidate will be commensurate with experience. MEEA offers a competitive employment benefits package.

Location

Civic Opera Building
20 N Wacker Dr.
Chicago, IL 60606

To Apply

Submit cover letter and resume to jobs@mwalliance.org with the subject *Marketing Associate* by August 12. Candidates who do not submit both items will not be considered. Candidates considered for interviews will be asked to provide writing samples and three references. No phone calls please.

MEEA is an equal opportunity employer and is committed to a policy of nondiscrimination with regard to race, sex, gender, color, age, religion, creed, class, sexual orientation, national origin, and disability.