



## **Job Posting: Marketing Specialist**

Operation Fuel seeks a dynamic, highly organized, independent, tech forward marketing specialist to support the Marketing & Development team.

A **cover letter and resume** should be emailed to [Troylyn](#), no later than January 18, 2022. Applications will be reviewed on a rolling basis and interviews will be conducted until the position is filled.

Candidates of color and of all backgrounds are strongly encouraged to apply. Operation Fuel is committed to expanding upon our diverse work environment and culture. All qualified applicants will receive consideration without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, disability, age, or veteran status.

### **OUR MISSION:**

Operation Fuel ensures equitable access to energy for all by providing year-round energy and utility assistance, promoting energy independence, and advocating for affordable energy.

### **SUMMARY OF RESPONSIBILITY:**

This important position helps tell the story of how Operation Fuel and its donors provide help to Connecticut residents struggling with utility and energy costs. The marketing specialist will write messaging, manage email marketing, create and post social media content, create content for and manage website, support event planning and implementation, maintain communications calendar, project management with partners, and provide general marketing support to achieve Operation Fuel's goals.

This is a full-time, 37.5-hours per week, position with competitive salary and benefits. The marketing specialist reports directly to the Marketing & Development Director. The compensation range is \$25-\$27 per hour.

### **Essential Functions:**

- Support development of marketing messaging, communications materials, advertising, annual report, and promotional activities in alignment with organization's goals.
- Support development, implementation, and maintenance of organizational website, online engagement strategy, electronic newsletters, etc., and creation of social media content for general public and targeted audiences.

- Support implementation of strategic marketing plan to achieve year-round fundraising, volunteer, and advocacy engagement objectives including compelling, proactive, and timely communication of resource investment outcomes.
- Create timely content for all communication avenues including paid and earned media, social media, web, email marketing, publications, and more.
- Plan and execute special events.
- Employ marketing analytics techniques to gather data (social media, web analytics, rankings etc.).
- Special projects as defined by Director.

#### **QUALIFICATIONS AND COMPETENCIES:**

- Bachelor's degree in marketing, communications, public relations, or a related field is required.
- Demonstrated experience in Microsoft Office 365, email marketing platforms, social media platforms, and website management is required.
- Experience using video creation and graphic design programs preferred.
- Ability to communicate in a courteous and professional manner.
- Excellent verbal and written communication skills.
- Ability to present information concisely and effectively, both verbally and in writing.
- Demonstrated ability to work independently, organize and prioritize work, and collaborate across departments.
- Ability to engage with diverse populations with professionalism and sensitivity; commitment to cultural competence; previous experience with economically disadvantaged populations.
- Detail oriented with a commitment to accuracy.
- Excellent interpersonal skills with high emotional intelligence.
- Ability to produce creatively in a fast-paced, deadline-oriented environment.
- A great sense of humor.
- Bi-lingual a plus.

#### **MENTAL AND PHYSICAL REQUIREMENTS:**

The physical demands described in this position description are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to follow all CDC and Operation Fuel office guidelines for the prevention of COVID-19.
- Must be able to perform continuous bending, twisting, stooping, reaching and lifting of moderate to heavy weight material up to 20 lbs.
- Must be highly mobile, able to access all areas of the premises.

- Vision abilities required by the job include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus.
- Must be able to use hands to finger, handle, or feel; reach with hands and arms; and talk or hear.
- Must be able to walk, sit and stand for extended periods during the shift.