



Now Hiring: Marketing & Events Specialist
Applications are due Monday, March 27, 2017

RENEW Wisconsin is hiring a Marketing & Events Specialist, a critical role to help our organization achieve its mission. We are looking for a highly motivated, multi-tasking team player who can help us take our organization to the next level. This is a great opportunity to make a difference for Wisconsin's clean energy future.

RENEW Wisconsin is a 501(c)3 nonprofit organization headquartered in Madison whose mission is to lead and accelerate the transformation to Wisconsin's renewable energy future through advocacy, education, and collaboration. Our vision is clean renewable energy powering a strong, healthy, and vibrant Wisconsin. Renewable energy has many benefits and is broadly supported by a vast majority of Wisconsin citizens. This individual will help us strengthen our communications, marketing, and events to broaden renewable energy's appeal and inspire and grow our audiences.

Apply by Monday, March 27, at 5:00 pm CDT by sending your 1 page cover letter and 1-2 page resume to tyler.huebner@renewwisconsin.org with subject line "Marketing & Events Specialist."

KEY COMPETENCIES:

- Highly-motivated, self-starting individual who wants to make a real difference for Wisconsin
- Strong verbal and written communication skills
- Good taste and design instincts, with a love for great copy and branding
- Willingness to take on new tasks and learn new skills
- Collaborative and flexible; Works well in a team
- Comfortable working with performance metrics and measuring progress toward goals
- Excellent analytical and project management skills, with an attention to detail
- An ability to multitask, manage time wisely and perform a variety of roles
- Creativity to enhance our communications, fundraising, online presence, and overall organizational effectiveness

REQUIREMENTS

- Demonstrates ability to create compelling content to tell stories and engage audiences
- Proven experience in executing marketing campaigns, from concept to completion
- Familiarity with web design, website analytics, and search engine optimization;
- Experienced in planning, promoting and executing highly professional events
- Proficient in Microsoft Office Suite

PREFERRED QUALIFICATIONS

- Experience with key tools like
 - Adobe Creative Suite, Dreamweaver, Canva and/or other design software
 - Google AdWords and Google Analytics
 - Salsa, Salesforce or other CRM
- Experience with fundraising or development in nonprofit setting

- Up-to-date with the latest trends and best practices in online marketing and measurement
- Knowledge of and interest in renewable energy technologies and policies

EXPECTED WORK TASKS:

Marketing, Digital Marketing, and Communications (50%)

- Maintain a professional and cohesive brand strategy for RENEW Wisconsin
- Manage strategy and produce effective content for RENEW's website, emails, and social media outlets, especially its blog, Facebook, and Twitter accounts
- Lead RENEW's communication to its stakeholders by crafting monthly update emails, timely news updates and event information
- Suggest and implement new marketing strategies to boost RENEW's engagement with policymakers, opinion leaders, business and individual members, and the public
- Coordinate press events, press releases and media advisories; Maintain list of media contacts

Event Management (30%)

- Lead planning for RENEW's two major annual events, including bike ride fundraiser (September) and policy summit (January). In the lead-up to these events, they will be the primary area of this employee's focus.
- Design and implement marketing strategies to grow attendance and boost engagement with events
- Manage event registrations, recruit sponsors, plan for venue and catering services and execute other tasks as needed

Operations (20%)

- Maintain membership and donation records using Salsa, an online database and marketing tool
- Use database to produce reports, lists, and mailings for fundraising and membership campaigns
- Maintain an organized office space and purchase office supplies, food and other materials as needed

ADDITIONAL INFORMATION

- Preferable that applicant have a valid driver's license as occasional single-day travel by car is expected
- There are no unusual physical demands placed on the individual in this position. An ability to sit and/or operate a computer for long periods of time is essential. Occasional light lifting of 25 pounds or less.
- Office hours are typically 9am to 5pm Monday through Friday.
- Preferred candidates will have a bachelor's or associate's degree in a related field or equivalent experience.
- We are looking to hire a full-time employee, but if you are very qualified and interested but not able to work 40 hours per week, please inquire.

WORKING ENVIRONMENT

Work is performed in a small office environment, and sometimes the individual will be working alone, will need to answer phones, take messages, interact with walk-ins, collect mail, secure the building, handle cash, or perform other office duties while colleagues are absent. The office is located in downtown Madison and is easily accessible by public transportation. Bicycle parking is also available, and automobile parking is available on the street or in a parking ramp.

RENEW Wisconsin is an equal opportunity employer.