

GENERAL DESCRIPTION

CONSUMER ENGAGEMENT SPECIALIST

The Consumer Engagement Specialist will be responsible for:

***Customer Relationship Management** – Own and monitor all activities related to CRM, including soliciting energy usage information, testimonials, and reviews on Facebook and Google. Requires extensive phone and email skills.

***Marketing Planning and Budgets** - Responsible for creating and managing marketing plans, calendar, and budgets, working closely with president, CIO, Marketing Specialist.

***Website** -Responsible for working with web developer to write and develop web site content, images and web site navigation. Responsible for managing AdWords campaign, SEO strategy, and analytics to monitor website.

***Advertising** - Responsible for developing and maintaining our graphic design to create and produce advertisements, collateral materials (to include literature, spec sheets, etc.) email campaigns, company newsletter, case studies, and other materials such as trade listings, online listings, web sponsorship campaigns, etc.

· **Public Relations** -Duties to include writing press releases and working with trade press to position relevant news and articles. Writing industry articles and developing PowerPoint presentations for industry events, writing web site content as well as blogs.

· **Event Coordination** - Coordinate all tradeshow, events, on-site and off-site meetings, hospitality events, etc. Coordinate relevant outreach to middle and high school groups, civic groups, and others as deemed appropriate. Handle from A-Z. Sheboygan County Group Buy info sessions and others via webinar. Open houses, Ribbon cutting, lunch n' learns, neighborhood solar sessions, solar/wine and cheese gatherings, Annual company meetings, etc.

· **Media Development** – Develop and maintain both online and printed materials for the company online photos, video, spec sheets, bulletins and brochures portal

· Other duties as assigned

TRAVEL

The employee will travel up to 10% of the time to attend trade shows, visit customer sites, and train with other employees in service area.

COMPETENCIES

The individual should be well versed in the Microsoft Office suite of products, Adobe software, Webinar presentation, Teams meetings, Wordpress, Google Analytics, presentations, and other necessary programs. The employee has to be self-directed, possess excellent organizational and time management skills, and be able to follow multiple tasks to completion in a fast-paced environment. Excellent writing, creative, and speaking communication skills. Ability to speak publicly, organize and execute duties,

PREFERRED EDUCATION AND WORK EXPERIENCE

- Associate or B.S. degree in Marketing, Sales, Advertising, or Communications.
- Minimum 2 years of marketing / communication experience desired but not required

PREFERRED EDUCATION AND WORK EXPERIENCE

- Experience in a construction environment, preferably knowledgeable about solar.
- Experience using a **customer relationship management** system

PHYSICAL DEMANDS

While performing the duties and responsibilities of this position, the employee is frequently required to sit. The incumbent will regularly talk and listen. Specific vision requirements for this position include close vision, color vision, and depth perception.

WORK ENVIRONMENT

This job operates primarily in an office environment, with work that will occasionally take them out to the field. CRM duties to include lead processing using protocol of current CRM, and coordinating closely with Solar Experience Manager to ensure all leads are secured. Fast paced, multi contact daily activity. Multidisciplinary, multi-hatted position. Responsibilities include, but not limited to: CRM and email database management and deployment specialist, print and digital designer, art director, front-end

designer/developer, photo editor, project manager, vendor manager, website product, and strategist.

Key Achievements:

+ Monitor and manage CRM activities – 60%

+ Act as Creative asset designer in establishing digital and print brand consistency across organization – 25%

+Coordinate outreach including lunch n' learns, ribbon cuttings, testimonials, customer open house events, etc. - 15%

Job Type: Full-time with standard benefits

Compensation: Hourly \$16-\$19 / hr

Experience:

*Marketing: 3 years (Preferred)

*Education: Associate or Bachelor's (Preferred)

License: Driver's License (Required)

Work authorization: United States (Required)

Required travel: 10% (Required)

Work Location: Plymouth Office