



Vacancy Media Coordinator

Position Classification: 32+ hours/week

Reports To: Communication Manager

Salary: Range per Year at 40 hours/week: \$37,440 to \$43,680 (Salary is commensurate with experience)

Based: Location negotiable, remote options available

Approximate Start Date: February 2021

Job Description

The Media Coordinator will work closely with the Communications Manager, Events Manager, Executive Director, and MREA program leadership to develop MREA's digital media and virtual presence. The position will coordinate with the MREA Communications, Events, Training, and Rise Up Midwest working groups to develop engaging audio and video content suitable for MREA's YouTube channel, social media, and email marketing. This individual will be responsible for media strategy development and implementation with an aim to grow subscribers, viewers, and partners.

Key Responsibilities

General Administration

- Participate in MREA staff meetings, working groups, and planning sessions as needed
- Follow MREA remote work procedures, including scheduling, and activity reporting
- Help to maintain MREA database, data entry
- Other duties as requested

Personnel

- Participate in staff reviews
- Manage interns and/or volunteers as needed
- Represent MREA at events as needed
- Support MREA events and activities as needed, including The Energy Fair, Grow Solar programming, volunteer events, etc.

Program Coordination

- Develop and implement strategy for MREA social media and digital presence with support of Communications Working Group to effectively engage audiences and support MREA events, initiatives, and fundraising campaigns. Applications include but are not limited to:
 - YouTube
 - Facebook
 - Instagram
 - Twitter
 - LinkedIn
 - Google AdWords & Analytics
- Track, measure, and analyze social media and digital marketing efforts
 - Present findings regularly at Communications Working Group meeting
 - Work with Communication Manager to incorporate findings into overall promotion strategy

- Work with necessary staff to aesthetically and effectively incorporate digital content into MREA websites.
- Assist in development of email marketing strategy to support MREA's programs and initiatives
 - Work with applicable staff to develop messaging and engage audiences
 - Work with applicable staff to develop audience lists
 - Work with applicable staff to integrate digital content into email campaigns
 - Review email performance including but not limited to open and click rates, opts-outs, etc.
- Work with necessary staff to review, maintain, and develop promotional budget(s)
- Assist in development of podcast strategy to support MREA's programs and initiatives
- Work with necessary staff to improve website search engine optimization, Google Ad Words, and track Google Analytics
- Track Google alerts related to MREA programs and initiatives
- Work with necessary staff to maintain press list for press releases

2021 Events

- Participate in 2021 events board committee and working group
- Develop and implement coordinated virtual speaker series utilizing YouTube
 - Work with necessary staff to integrate content to necessary platforms for further promotion.
- Work with leadership team and necessary staff to develop, coordinate, and implement 2021 limited participation event, targeted to professional training audience and rise up audience

2022 Energy Fair

- Participate, by invite, in meetings to stay apprised of 2022 Energy Fair updates

Board Relations

- Attend Board of Directors meetings, prepare reports, and present information as needed
- Participate on other board-level committees as needed
- Assist Development Director with maintenance of Advisory Board LinkedIn group

Qualifications

A successful candidate will be:

- Results oriented and self-directed, with a passion for the MREA's mission
- Organized and focused with proven ability to prioritize and complete activities with deadlines
- An excellent communicator who can promote the MREA's mission to the public and market stakeholders
- Comfortable working in groups and have experience building partnerships with diverse audiences
- Able and willing to travel and work some evenings and weekends as needed
- Accustomed to working with a variety of software, demonstrating proficiency in word processing (i.e. MS Word and/or Google Docs), data management (i.e. Excel and/or Google Sheets), presentation software (PowerPoint and/or Google Presentations)
- Accustomed to working with a variety of applications, demonstrating proficiency in YouTube, Facebook, Instagram, and LinkedIn
- Able to flex communication style to multiple cultural environments

Preference will be given to candidates who have:

- Related work experience, a bachelors, or other advanced degree in a related field such as: Communication, Digital Media, Marketing, Education, Renewable Energy Policy, Sustainability
- Experience in or knowledge of the solar industry, particularly with the Midwest states' solar markets
- Demonstrated experience in one or more of the following: Communication, Digital Media, Marketing, Campaign Development and/or Implementation, Program Management
- Familiarity with blogging tools and/or website editing such as WordPress
- Experience with implementing and analyzing social media campaigns
- Experience developing Podcast Episodes—and formatting them for YouTube

Compensation & Benefits

- Salary is commensurate with experience
- Paid vacation & holidays
- Paid wellness leave
- Remote work eligible
- Flexible work environment
- Free electric vehicle charging at Custer Office
- Casual dress code
- Free registration to MREA trainings
- Paid training when necessary/applicable

To Apply

To apply, please send:

- Cover letter detailing your qualifications (PDF)
- Resume including education and experience (PDF)
- Contact information for three professional references (PDF)
- Link to online portfolio and/or example of a digital media project
 - If available, link to any YouTube channel(s) you've participated in creating and/or maintaining

All correspondence must be electronic and sent to Amiee Wetmore at apply@midwestrenew.org.

Deadline

Applications will be accepted through 5:00 p.m. Central Time on Monday, February 8, 2021.

About MREA

Mission: The MREA promotes renewable energy, energy efficiency, and sustainable living through education and demonstration.

MREA is an equal employment opportunity employer and will not discriminate against any employee or applicant for employment in a manner that violates the law. MREA is committed to building a diverse staff and strongly encourages applications from qualified people regardless of their age, ancestry, color, creed, disability, marital status, military status, mental or physical disability, source of income, national origin, race, religion, sexual orientation, gender, gender identity, or any other class protected by law. MREA does not discriminate on the basis of these characteristics in any personnel action.