



MARKETING COORDINATOR

Since 2002, PV Squared has provided custom solar energy solutions to businesses and homeowners in the Pioneer Valley and surrounding regions. We are driven by a commitment to building a healthier environment, strengthening the communities we serve, and demonstrating the value of worker-owned cooperatives as a generative business model. We see our people as our most valued asset and we believe our greatest impact can be achieved collectively.

The Marketing Coordinator will be responsible for executing all marketing programs, working closely with the General Manager (head of Marketing) and various members of the Design & Sales Team. They will help to develop content and strategy to maintain brand visibility and to support lead generation targets across the full product mix (Residential, Commercial, Service) and across all channels – print, social media, digital, email marketing, trade shows/events and PR.

The Marketing Coordinator will execute marketing plans in support of PV Squared's mission, values, and goals. The role will help grow PV Squared's presence in the marketplace and develop innovative strategies for increasing brand awareness. The role will help create ads, social media posts, and serve as a liaison with outside parties to ensure marketing tasks are completed on-time and on-budget.

This position requires a high level of coordination, teamwork, organization, and excellent communication skills.

Essential Skills/Minimum Requirements:

- Strong collaborative teamwork and ability to execute project plans
- Demonstrated experience managing multiple projects at one time
- Familiarity with socially responsible business practices
- Ability to communicate clearly and consistently across platforms – in-person, email, digital, etc.
- Experienced writer, with an ability to take on a brand voice
- Strong attention to visual aesthetics, including basic graphic design and layout capabilities
- Well-organized, accountable to commitments, and attentive to detail

Critical Responsibilities:

- Implementing marketing campaigns and PR projects
- Manage social media
- Create/review/edit marketing collateral
- Coordinate marketing team communications and ordering between PV Squared and outside vendors, consultants, and advertising venues
- Solicit needs across PV Squared teams
- Maintain a calendar of advertisements and annual marketing needs
- Ensure consistent and regular activity across channels
- Report on social media and website metrics

Our Ideal Candidate:

- Advanced copywriting and/or graphic design experience
- Experience developing a brand voice
- Ability to understand the competitive marketplace
- Dedicated to the advancement of clean energy
- Familiar with and excited about worker-owned cooperatives and Certified B Corps

This is a full-time position based in Greenfield, MA. To apply, please email your cover letter and resume (in pdf format) with "Marketing Coordinator" in the subject line to careers@pvsquared.coop. We look forward to hearing from you.