



## **MARKETING & OUTREACH COORDINATOR**

Since 2002, PV Squared has provided custom solar energy solutions to businesses, nonprofits 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 practicing workplace democracy. We see our people as our most valued asset and we believe our greatest impact can only be achieved collectively.

The Marketing and Outreach Coordinator is responsible for managing all marketing programs and platforms. They will help to develop content and strategy to maintain brand visibility, and to support lead generation targets. They will be the creative manager of all marketing channels including print, social media, digital, email marketing, events, and public relations. As a member of the Sales and Marketing Team, they will report directly to their Team Coordinator and work with their co-workers to ensure PV Squared operations run smoothly and effectively.

### **Responsibilities:**

- Create and implement marketing and outreach campaigns
- Manage and track analytics of company website and social media accounts
- Coordinate ordering of PV Squared marketing collateral and gear
- Participate in Community Committee, a PV Squared philanthropic initiative
- Maintain a calendar and budget of advertisements and annual marketing events
- Ensure consistent and regular activity across marketing channels
- Capture and edit photographs and video for marketing materials
- Collect customer feedback and market insights via targeted surveys, analyze resulting data and leverage data to drive business

### **Qualifications:**

- Understanding of marketing and branding principles
- Comfortable and informative face-to-face interactions at public events
- Clear verbal and written communication
- Attention to detail
- Ability to multitask effectively
- Hands-on experience with digital marketing, content marketing, and social media marketing
- Experience using Adobe InDesign, Adobe Photoshop, and Wordpress
- Photography and videography skills

### **What We Offer:**

- Hourly wage range of \$23.50 - \$27.50 per hour
- A collaborative, cooperative and democratic work environment
- As a worker-owned cooperative we offer an employee-friendly benefits package, including, but not limited to:
  - Employer-paid health, dental, and vision insurance
  - Paid time off (starting at 3 weeks), plus 12 holidays annually
  - 401(k) with 3% employer contribution
  - Health savings accounts
  - Company cell phone, and other reimbursements
  - Short and long term disability, and life insurance

- Path to shared worker-ownership of the business and profit sharing
- Participation in group decision making and cooperative governance
- Professional development and technical training stipends

We are looking for people who are passionate about making a positive impact and being part of a cooperative environment. As a worker-owned cooperative, we take pride in our work and we respect the investments our clients are making. We've built our reputation on strong word of mouth, quality craftsmanship, and outstanding client care. We are an anti-oppression organization committed to anti-racism and ongoing learning, reflection, and showing up for the communities in which we live and work. The collective sum of our individual differences contributes to the work we proudly produce and the collaborative approach we take.

This is a full-time position based in Greenfield, MA. PV Squared is an Equal Opportunity Employer and holds MA Elec. Lic. 3877 A1. PV Squared is committed to fostering a diverse, equitable, and inclusive company culture. Compensation based on experience and qualifications. To apply, please email your cover letter and resume with "Marketing and Outreach Coordinator" in the subject line to [careers@pvsquared.coop](mailto:careers@pvsquared.coop). We look forward to hearing from you!