



DISTRICT OF COLUMBIA SUSTAINABLE ENERGY UTILITY

MARKETING MANAGER

Reports to: Director of Operations

Department: DC SEU

Date Approved: 5/11/11

JOB SUMMARY:

Directs, manages and oversees all aspects of DC SEU's marketing work for both internal and external clients, while contributing to a mission-driven, creative, enjoyable and stimulating work environment.

ESSENTIAL FUNCTIONS:

1. Inspires and oversees the development and implementation of the vision for DC SEU's marketing activities. This includes developing a strategically integrated marketing and public relations plan; overseeing and evaluating market research and marketing results in order to make marketing recommendations; identifying opportunities to communicate the brand and mission of DC SEU, VEIC and its contracts.
2. Leads the Marketing team, including overseeing the development of budgets and monitoring the adequacy of staff and subcontractor resources to effectively deliver marketing services internally and externally.
3. May supervise as marketing role grows and future staff are added. Supervisory responsibilities include providing constructive feedback on an ongoing basis, setting work and professional development goals to maximize performance and quality, providing mentoring and coaching to staff to improve team effectiveness and growth opportunities, providing appropriate support in the case of performance problems, and staff recruitment and orientation.
4. Participate in the development of DC SEU's Public Affairs.
5. Cultivates, identifies, and creates opportunities in the organization that foster cross-functional synergies of skills, approaches and solutions that advances DC SEU's work, particularly as they relate to public relations and marketing
6. Provides support to the activities of DC SEU as necessary to accomplish organizational goals and objectives, including contributing to the organization-wide strategic planning effort, promoting the value and benefits of marketing and public relations internally, and providing strategic guidance to staff in using marketing and public relations to support their goals.

KNOWLEDGE AND EXPERIENCE:

1. Strong personal commitment to the mission, vision, goals and values of DC SEU.



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2. Master's degree in a relevant business field plus seven to ten years of experience in Marketing, Advertising and/or related field, or a similar combination of education and experience from which comparable knowledge and skills were acquired.
3. Demonstrated sales and marketing management skills, including the ability to think creatively in the development and delivery of DC SEU services.
4. Demonstrated ability to create and implement public relations strategies to influence the perceptions of the general public and target groups.
5. Minimum of five years of management experience, including leadership, facilitation, staff supervision, contracts, budget management, communications and the ability to develop and attain goals.
6. Excellent written and oral communication skills, including superior proficiency with word processing and spreadsheets, and knowledge of database software.
7. Demonstrated ability to be organized, detail-oriented, accurate, and able to handle multiple tasks and competing priorities.

WORKING CONDITIONS:

Internal - Work is normally performed in climate controlled office environment, where exposure to conditions of extreme heat/cold, poor ventilation, fumes and gases is very limited. Noise level is moderate and includes sounds of normal office equipment (computers, telephones, etc.). No known environmental hazards are encountered in normal performance of job duties.

External - Moderate travel is required.

PHYSICAL DEMANDS:

Work involves standing and walking for brief periods of time, but most duties are performed from a seated position. There is potential for eyestrain from reading detailed materials and computer screen. Deadlines, workloads during peak periods and changing priorities may cause increased stress levels. Work normally requires finger dexterity and eye-hand coordination to operate computer keyboards at a high skill level. Repetitive motion injuries may occur. Company will provide adaptive devices as needed.