

Digital Marketing and Communications Specialist – Montgomery County Green Bank

Montgomery County Green Bank Corporation in **Rockville, MD, a nonprofit corporation**, is looking to hire a **full-time Digital Marketing & Communications Specialist** to help develop our reputation in the clean energy sector and connect with our community. Would you like a position with a mission-oriented company **advocating for clean energy and supporting environmental sustainability**? Do you value the flexibility to **work from home**? If so, please read on!

This position earns **competitive compensation** based on qualifications. We provide **fantastic benefits**, including **a 401(k) with a 6% employer match, 3 weeks of paid vacation, 3 personal days, 11 paid holidays, and 7 sick days**. In addition, we cover **75% of the premiums for medical, dental, and vision insurance**. If this sounds like the right opportunity for you, apply today!

ABOUT MONTGOMERY COUNTY GREEN BANK CORPORATION

We are a publicly chartered 501(c)3 nonprofit corporation dedicated to accelerating energy efficiency, renewable energy, and clean energy investment in Montgomery County. We partner with the private sector to provide more affordable and flexible financing options for clean energy and climate-resilient projects. Undertaken by county residents and businesses, these projects save energy, lower greenhouse gas emissions, create healthy living and working spaces, foster a more resilient economy, and help the county achieve its environmental goals. We make a green dream a reality.

As a **mission-oriented nonprofit**, we seek to employ people who are as passionate as we are about improving our environment. We foster a **collaborative company culture** where everyone's contributions are **welcomed and valued**. We also offer **generous benefits** to show our employees how much **we appreciate their hard work and dedication to our mission**.

A DAY IN THE LIFE OF A DIGITAL MARKETING & COMMUNICATIONS SPECIALIST

As a Digital Marketing & Communications Specialist, you provide critical support in our mission to encourage clean energy for our community. You are a highly communicative person who creates compelling marketing campaigns to spread energy efficiency awareness and increase interest. Thinking creatively, you develop attention-grabbing and informative content for newsletters, social media sites, our website, and other platforms. You also work to connect the company directly to audiences in communities across Montgomery County, MD.

You assist your team with developing strategic social media, marketing, and advertising campaigns and effectively implementing them to maximize their community reach. After posting online content and campaigns, you regularly monitor the performance of all marketing and communications activities to help measure their effectiveness and identify areas for improvement. You assure that the website is up-to-date and effectively reaches audiences. You develop succinct summaries of the projects we have supported. You also engage with our community in the real world by organizing and hosting events to help spread the word about

clean energy to the public. You take pride in working in a position where you help the environment while helping people meet their energy needs!

QUALIFICATIONS FOR A DIGITAL MARKETING & COMMUNICATIONS SPECIALIST

- 3+ years of experience in the communications field
- Experience with developing social media posts and marketing campaigns
- Strong written and verbal communication skills
- Thorough understanding of multiple communications and production channels such as websites, newsletters, social media, and other direct-to-market media
- Familiarity with graphic design, email marketing software, social media management tools and website editing platforms

Experience with public outreach and engagement with community stakeholders would be a plus. Do you think outside of the box? Are you a team player? Do you have strong research skills? Are you a capable problem solver? Can you adapt to changing advertising trends and strategies? If yes, you might just be perfect for this position!

WORK SCHEDULE

This position works a **full-time schedule** and has the **flexibility to do some work from home with** in-office work also expected.

ARE YOU READY TO JOIN OUR NONPROFIT TEAM?

If you feel that you would be right for this advertising job, please fill out our initial **3-minute, mobile-friendly application**. We look forward to meeting you!

<https://www.applicantpro.com/openings/mcgreenbank/jobs/2398806v94732/MD-Maryland/Rockville/Digital-Marketing-Communications-Specialist>

Location: 20850