



## MARKETING DIRECTOR

### Job Description:

The non-profit Solar and Energy Loan Fund (SELF) is a national award-winning **GREEN BANK**, certified by the US Treasury Department as a Community Development Financial Institution (CDFI). SELF has also been featured multiple times in Congress, on HBO, and in other national publications. We are looking for a highly-skilled, creative, and self-motivated **MARKETING DIRECTOR** to help us promote our programs and services, and to specifically generate loan activity in our target markets (primarily low- and moderate-income homeowners). Our ideal candidate will have extensive experience with branding, marketing and social media campaigns, earned-media, and more. If you have these skills (or many of them) and are passionate about climate justice, then the SELF team would like to meet you.

### Responsibilities:

- Design and implement comprehensive marketing strategies to generate loan activity from qualified applicants in our target markets
- Supervise all marketing initiatives, including: branding, marketing campaigns, mini-social media campaigns, earned-media, press releases, and collaboration with many partners.
- knowledge of social media trends, and ability to manage digital media advertising campaigns
- Work with other SELF team members to develop and deploy targeted marketing initiatives in Florida, Alabama, and Georgia, and potentially other states in the future
- Produce ideas and marketing collateral for promotional events or activities and organize them efficiently and professionally
- Plan and execute campaigns for promotion, launching of new product lines, etc.
- Responsible for producing valuable content for SELF's online presence, editorial design and organizing the company's publications, most notably the Annual Report.
- Conduct general market research to keep abreast of trends and target markets
- Monitor progress and submit performance reports
- Control budgets and allocate resources amongst projects



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### Preferred Areas of Expertise:

- Proven experience as Marketing Director
- Excellent leadership and organizing skills
- Self-starter and highly motivated
- Analytical and creative thinking
- Team player with professional communication and interpersonal skills
- Up to speed with current and online marketing techniques and best practices
- Thorough knowledge of web analytics (e.g. Google Analytics, WebTrends etc.) and KPIs
- Customer-oriented approach with specific passion for underserved communities
- BSc/BA in business administration, marketing and communications or relevant field
- Past work with non-profits, sustainability, and underserved communities preferred
- Multi-lingual, with Spanish-language preferred

### Compensation:

The **Marketing Director** position will receive a base salary of \$40,000 to 60,000 (depending on qualifications and experience), with health insurance, retirement options, and paid vacation and sick-time, as per company policies established by the SELF Board of Directors.

### How to Apply:

Interested applicants should submit a **Resume** with an accompanying **Cover Letter** explaining why you would like to work for the non-profit SELF organization and why you are best-suited for this **Marketing Director** position. Please submit Resumes and Cover Letters to Doug Coward, Executive Director, SELF, at: [doug@solarenergyloanfund.org](mailto:doug@solarenergyloanfund.org).