Marketing & Communications Coordinator
Full-time position with benefits

Vermont Adult Learning Job Title: Marketing & Communications Coordinator
Employment Classification: Full Time
Reports To: Associate Director
Primary Work Site: Remote - some travel required

Purpose of the position: The Outreach & Communications Coordinator (OCC) will take ownership of a comprehensive marketing and outreach plan for Energy Works, a state-wide program that prepares Vermonters for green energy sector careers. The OCC will coordinate all aspects of the marketing & communication plan, and play a central role in strengthening the Energy Works team by sharing marketing insights that will assist with filling courses with viable employee candidates for EW’s employer partners.

Essential Functions and Responsibilities:

- Implement a comprehensive Energy Works communication, marketing, and outreach plan in conjunction with the VAL Energy Works team and third party contracted agencies
- Design, manage, and deploy Energy Works promotional elements (digital platforms, flyers, print media ads, etc.) on a scheduled basis for each Energy Works training
- Be present for Energy Works & Vermont Adult Learning at job fairs, community events, local business groups, etc.
- Proactively synchronize and manage a promotional calendar in coordination with local promotional partners, and steward these relationships
- Work with third party contracted vendors to develop Energy Works marketing collateral/messaging
- In coordination with the Associate Director, seek, organize, and promote media coverage of the Energy Works program (video coverage, podcast visits, local paper interviews, regional periodicals, TV news features, radio, etc.)
- In coordination with the Director of Development, effectively leverage Energy Works promotion, branding, and associated guidelines
- Create and develop Energy Works presentations to educate interested parties (rotaries, chambers, high schools, etc.) about the program
- Develop/coordinate photo and video collateral
- Develop/coordinate the collection and analysis of programmatic data and be prepared to share these insights at EW team meetings
Utilize professional social media processes
Support participant recruitment, referral, and enrollment processes
Attend and be prepared for routine meetings with the Energy Works team, the Vermont Adult Learning and VAL Reach Up Employment Services teams

Qualifications:

- Bachelor’s Degree. In lieu of a degree, three or more years of full-time outreach/marketing experience in a professional setting will be considered
- Excellent written and verbal communication skills in a professional setting
- Must have strong organizational and planning skills
- Self-motivated, can work independently and in a team environment
- With acumen, utilize various domain specific software and platforms to design, implement, and manage elements of strategic promotional plan
- Brings strong time-management skills and a proven ability to prioritize and manage multiple timelines simultaneously
- Excellent written and verbal communication skills in a professional setting
- Requires a command of Google Workspace and Zoom functions
- Ability to embrace deadlines and high-pressure environments from time to time
- Commitment to racial equity, as well as other forms of education equity around class, ability, language, gender, and sexuality
- Excitement to work with diverse students, including students of color, English Language Learners, and LGBTQ students

All Vermont Adult Learning staff are required to be familiar with Vermont’s Mandated Reporter law.

Benefits: In addition to a competitive salary, Vermont Adult Learning offers the following excellent benefits – premiums based upon employee’s work schedule:

- Medical insurance, including family plans and plans with employer contributions to a health reimbursement account (HRA).
- Dental Insurance
- Long Term Disability, Life Insurance, and Accidental Death and Dismemberment Insurance are available at no cost to the employee.
- Flexible Spending/Dependent Care Benefits
- Vision insurance
- Parental leave
- Retirement plan with immediate vesting and organization match of up to 4% after six months.
- Generous paid time off includes:
  - Combined Time Off (vacation and sick time) which increases with years of service
○ 11 paid holidays each year
○ 2 additional weeks paid time off (one-week winter, one-week summer) when the organization closes statewide.

To apply: Please send a cover letter, resume, and evidence of professional marketing/outreach experience electronically to Rebecca Campbell, rcampbell@vtadultlearning.org by or before 8:00am Tuesday August 8th. Applications will be reviewed as they are received.

Vermont Adult Learning is an Equal Opportunity Employer