

Marketing Coordinator

Nokomis Energy is a Minneapolis based energy developer is seeking a Marketing Coordinator to manage our marketing strategy, campaigns, collateral creation, and distribution.

Our ideal candidate will have 2-4 years of experience and a comprehensive knowledge of digital marketing, database/CRM management, branding in a B2B or B2C setting. This is a great opportunity to enter the clean energy world and develop your skills and learn from a fun and diverse team.

Essential job functions include:

- Market products by developing and implementing marketing campaigns.
- Oversee content creation for marketing collateral, web, email, and social media.
- Coordinate content distribution including email, press releases and social campaigns.
- Manage company website updates and analytics.
- Plan meetings and trade shows by identifying, assembling, and coordinating requirements.
- Working with partners to place earned media.
- Manage prospecting database and CRM.

Qualifications & Skills

- Campaign\CRM (HubSpot) Experience
- Writing and communication skills (web, blog, press releases, thought leadership)
- Markets products by developing and implementing marketing and advertising campaigns.
- Direct marketing
- Project management
- Event Planning

Education & Experience Requirements

- ✓ Bachelor's degree in marketing or a related field
- ✓ Proven working experience in digital marketing, particularly within the industry.
- ✓ Demonstrable experience managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns.
- ✓ Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- ✓ Experience with A/B and multivariate experiments
- ✓ Working knowledge of Adobe Creative Suite is a plus

Terms of Employment: Full-time, salary \$60-100K+ based on performance

About Nokomis –

Our approach is predicated on creating value for all stakeholders involved in a project. Through a combination of development and consulting services, we use distributed energy to accelerate the deployment of clean, local energy. With over 50 years of combined experience and 30+ operating assets, we provide a fun work environment with a team whose motivations are greater than their own.

To apply, send your resume to connect@nokomisenergy.com or visit www.nokomisenergy.com/careers/ for more information.