

## MARKETING COMMUNICATIONS MANAGER

Join the Maryland Energy Administration (MEA) as we transform energy for the State of Maryland. The mission of the MEA is to promote clean, affordable, reliable energy and energy-related greenhouse gas emission reductions to benefit Marylanders in a just and equitable manner. MEA will advance impactful energy policies and programs to help achieve Maryland's clean energy and greenhouse gas reduction goals.

Through the Strategic Energy Investment Fund, the Maryland Renewable Energy Portfolio Standard, Greenhouse Emission Reduction Act, and the Climate Solutions Now Act you will have an opportunity to work on the cutting edge of shaping and implementing Maryland's environmental and clean energy policies.

MEA is seeking a seasoned Communications and Marketing Manager who can balance the forward facing communications, marketing, social media, conference-related events, and website updates for the agency. The team member in this role is responsible for MEA's strategic communications plan, development and management of content (blog, video, speeches, presentations, ads, sponsored content and more), as well as the management and tracking of marketing and outreach efforts; especially relating to SEO. The incumbent will oversee all press relations and communications: draft press releases, oversee media relations, pitch stories and collaborate with other state agency communication professionals. The position also requires working closely with the Governor's Communications office.

### Knowledge and Skills:

- A bachelor's degree in Communications, Journalism, Marketing or related field or combination of education and experience.
- 5+ years experience in media relations, social media management, content development and public relations.
- Experience with keyword tracking, Google Analytics, email campaigns
- Excellent oral and written communication skills. Proficient in AP Style.
- Experience in project management, familiarity with project management tools and tracking.
- Proficient in Google Suite, MS Teams, Microsoft 360, social media management software such as hootsuite.
- Experience working on marketing/advertising campaigns, including contractor management.
- Experience developing strategic communications plan, key metrics and marketing milestones.
- Graphic design and document management capabilities (Adobe Creative Suite, CANVA or like).
- Ability to be nimble, work well under pressure, juggle competing demands and maintain good working relations with staff and media.
- Communicating with diverse audiences and using agency communications to enhance inclusivity.
- Bonus: Certified Meeting Professional (CMP), Accreditation in Public Relations (APR), Professional Certified Marketer (PCM), Professional Content Marketing (PCM).

To Apply: Please send a cover letter, resume, and salary requirements by email, with "Communications

and Marketing Manager” in the subject line to [Jobs.MEA@maryland.gov](mailto:Jobs.MEA@maryland.gov) . Candidates will receive notification of receipt. Only the top candidates will be invited to interview for the position.

Salary: This is a full time state employee position eligible for state benefits. Salary is commensurate with experience.