

Company Introduction

Tri-State Light & Energy (TSLE) is an energy efficiency consulting and implementation contracting firm with a 40-year history in customer service and energy cost saving delivery. TSLE is a Minority Based Enterprise (MBE) for multiple states and has a major focus on providing support for DEI and Diversity initiatives. Regionally, TSLE delivers Direct Install Programs, Engineered Solutions Programs, Energy Savings Improvement Programs, and Engineering Services for Municipal, Commercial and Industrial Clients. TSLE is consistently recognized and awarded for being a small business champion that marries innovative technology with small company personalization and service. We are growing and looking to hire dedicated, industry-qualified candidates at all experience levels to grow with our company.

Position Summary

We are seeking a dedicated and detail-oriented Marketing Coordinator to join our team in New Brunswick, New Jersey. This role is a dynamic and impactful position that calls for a creative and dedicated individual. This person will be instrumental in crafting and executing marketing strategies that resonate with diverse audiences, ensuring that the message of diversity, equity, and inclusion is at the forefront. The coordinator will manage various projects, develop engaging content, and work closely with different teams, including leadership, engineering, and program development, to foster participation in energy efficiency programs. This role is not just about promoting a product or service, but also about driving change and innovation within the community and the industry.

Essential Job Functions

- Implement and manage marketing strategies aligned with annual plans.
- Maintain and update program information in accessible digital and physical formats.
- Develop and produce digital and print marketing materials, including websites, newsletters, and social media content.
- Design print and digital marketing collateral.
- Create and edit content for marketing materials using internal and external sources.
- Identify and coordinate events and speaking opportunities.
- Execute and optimize digital marketing campaigns, including website management, email marketing, SEO, and paid advertising.
- Collaborate with industry partners to develop joint marketing initiatives.
- Manage external vendors for printing and mailing services.
- Develop and present comprehensive marketing reports.
- Track and manage marketing budget to ensure fiscal responsibility.
- Conduct market research to inform marketing strategies.
- Prepare and facilitate marketing meetings by creating agendas and documenting action items.
- Create and curate content for marketing materials as needed.
- Work independently on projects with clear goals and regular check-ins.

Qualifications

- Minimum of an Associate's degree in Marketing, Communications, Graphic Design/Media, or equivalent work experience in related fields.
- Demonstrated interest in energy conservation required.
- A minimum of 2 years of relevant marketing experience required; 5 to 7 years are preferred.
- Must reside in New Jersey.
- Demonstrated knowledge of digital marketing, marketing communications and marketing fundamentals.

- Demonstrated experience with project planning and management.
- Strong project management skills with the ability to set priorities, collect and document project requirements, successfully handle multiple projects simultaneously, and meet deadlines in a fast-paced environment.
- Ability to maintain and operate personal and/or company vehicles with a valid driver's license.
- Must be willing and able to travel within the tri-state area (PA, NJ, NY); some overnight travel may be required.
- Strong customer service capability focusing on proactively identifying customer needs and managing customer expectations.
- Excellent written and verbal communication skills.
- Self-starter who can work independently or within a team environment.
- Exceptional organizational, time-management, and planning skills.

Knowledge, Skills, and Abilities

- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint), and Adobe Creative Cloud, including InDesign.
- Experience with content management systems (CMS) and website platforms.
- Strong understanding of SEO and web analytics principles.
- Excellent written and verbal communication skills.
- Strong copywriting and editing abilities with a portfolio.
- Ability to collaborate effectively in a team environment.
- Strong organizational and time management skills.
- Ability to prioritize and manage multiple projects simultaneously.
- Attention to detail and accuracy in work.
- Experience with email marketing, survey tools, and event management.
- Ability to work independently and as part of a team.
- Openness to feedback and a willingness to learn.
- Enthusiasm for clean energy, energy efficiency, and sustainability.
- Proven ability to adapt to innovative technologies and software.

Physical Demands of the Job

The physical demands described here represent those that an employee must meet to perform the essential functions of this job successfully.

- While performing the duties of this job, the employee is occasionally required to stand; sit, walk, climb, balance, stoop, kneel, crouch or crawl; use hands to finger, grasp, or feel objects; reach with hands and arms; push or pull; talk and hear; use repetitive motions.
- The employee is frequently required to lift and/or move up to 20 pounds and occasionally lift and/or move up to 25 pounds.
- The employee must have visual acuity to perform activities such as preparing and analyzing data and figures, transcribing, viewing a computer terminal, and extensive reading and visual inspections of site plans.

Work Environment

While performing the duties of this job, the employee is subject to the following work environment:

- The employee is subject to both inside and outside environmental conditions.
- The employee is subject to hazards such as proximity to moving mechanical parts, moving vehicles, and electrical current.

Diversity

TSLE is an equal-opportunity employer committed to diversity and inclusion in the workplace. TSLE prohibits discrimination and harassment of any kind based on age, race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, age, marital status, gender, gender identity or expression, veteran status, or any other protected characteristic as outlined by federal, state, or local laws. This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. TSLE makes hiring decisions based solely on qualifications, merit, and business needs at the time. Please read through our [EEO Policy](#) for more information.

TSLE is committed to working with and providing reasonable accommodation to applicants with physical and mental disabilities. TSLE is a drug-free workplace

Screening

TSLE makes offers of employment contingent upon (1) successful completion of a routine background investigation and reference check, (2) drug testing, and (3) Act 34 Child Abuse clearance.

Benefits

- Medical, vision, and dental insurance.
- 401(k) with company match after 1st year of anniversary.
- Company-provided life insurance.
- Health Savings Account (HSA).
- Education reimbursement program with management approval.
- Annual paid time off.
- Observance of 8 Federal Holidays.

Work Schedule

- Hybrid.
- Monday through Friday, 8:00 a.m. to 5:00 p.m.
- 40-hour work week.
- Occasional weekends.
- On-call requirement.

Compensation

- Salary Range: \$70K to \$95K commensurate with experience.
- Annual Discretionary Bonus Plan.

Interested applicants should email their resume to careers@email.tsle.com.

No phone calls, please.