



Job Title:	Marketing and Community Engagement Coordinator
Department:	Marketing
Reports To:	Associate Director of Development
FLSA Status:	Exempt
Salary:	\$61,000-77,000

Position Summary: The Community Office for Resource Efficiency (CORE) seeks a Marketing and Community Engagement Coordinator to support the overall communications of the organization. In addition to managing digital and print communications, this is a boots-on-the-ground role—requiring a personable, proactive, and community-oriented team member who thrives on face-to-face engagement, builds relationships, and helps bring CORE’s mission to life in neighborhoods, businesses, and community events across the Valley.

This role blends communications with tangible, on-the-ground action. The Coordinator will lead the planning and execution of outreach events, curate engaging content, and manage CORE’s presence across multiple channels, including social media, email, and the website. Success in this position requires a passion for sustainability, a knack for storytelling, and a genuine interest in engaging directly with diverse community members to foster awareness and inspire action.

Essential Duties and Responsibilities: To perform this job successfully, an individual must be able to satisfactorily perform the following; other duties may be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Coordinate e-newsletter content, design, and distribution.
- Coordinate website design, content strategy, and updates, collaborating with external developers, web hosts, and IT vendors.
- Oversee and execute social media strategy, including managing digital engagement and responding to messages, inquiries, and comments.
- Coordinate print and online advertising campaigns in collaboration with the marketing agency, graphic designers, and media outlets.
- Organize and attend external events to support outreach efforts. Events and content may include information sessions, presentations, and tabling throughout Pitkin, Eagle, and Garfield Counties.
- Support the production of technical reports and translate content into digestible messaging for general CORE audiences. Examples: Impact Report, case studies, Building IQ Annual Benchmarking Report, grant writing support.

- Support in the production of physical collateral for outreach and events.
- Support in the production and coordination of press releases, opinion pieces, and letters to the editor, and maintain relationships with the press.
- Oversee communication vendor contract services, including website, digital and print advertising, messaging house, translation, social media, photography, and video production.
- Maintain a unified brand voice across different communication and engagement channels.
- Co-facilitate and collaborate with the Communications and Engagement Committee.
- Capture content for a variety of channels, including social media, blog posts, e-newsletters, and press releases.

Competencies: To perform the job successfully, an individual should demonstrate the following.

- **Communications** - Exhibits good listening and comprehension. Expresses ideas and thoughts verbally and in written form. Keeps others adequately informed. Selects and uses appropriate communication methods.
- **Customer Service** - Displays courtesy and sensitivity. Manages difficult or emotional customer situations. Meets commitments. Responds promptly to customer needs. Solicits customer feedback to improve service.
- **Dependability** - Commits to doing the best job possible, including to high-quality standards and to meet deadlines. Follows instruction. Keeps commitments. Meets attendance and punctuality guidelines. Responds to requests for service and assistance. Takes responsibility for own actions.
- **Planning & Organization** - Integrates changes smoothly. Plans for additional resources. Prioritizes and plans work activities through detailed project management. Sets goals and objectives. Uses time efficiently. Works in an organized manner.
- **Quality** - Fosters quality focus in others. Improves processes. Measures key outcomes. Sets clear quality requirements. Solicits and applies customer feedback. Takes initiative in professional development and supporting organizational goals.
- **Use of Technology** - Adapts to new technologies. Demonstrates required skills. Keeps technical skills up to date. Troubleshoots technological problems. Uses technology to increase productivity.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Education/Experience:

- Bachelor's degree from a four-year college or university, or equivalent combination of education and experience.
- 2-4 years of experience in marketing and communications.
- Understanding and interest in energy efficiency and sustainability principles (strongly preferred).

Language Ability:

- Excellent verbal and written communication skills with experience in print, web, and social media.
- Ability to read, analyze, and interpret scientific information and technical reports.
- Respond to inquiries or complaints from customers, agencies, or members of the business community.
- Write promotional content and articles for publication.
- Translate technical content into digestible messaging for targeted audiences and communication channels.
- Spanish language skills are a plus.

Reasoning Ability:

- Define problems, collect data, establish facts, and draw valid conclusions.
- Discern proper communication channels, information distribution, and time management.

Preferred Computer Skills:

- Google Business Suite.
- Design software.
- Project management systems for planning, organizing, and tracking deadlines.
- Social media platform management such as Meta, LinkedIn, Google, and YouTube.
- Content management systems for e-newsletter.
- Website platform management.

Supervisory Responsibilities:

- None

Work Environment: The work environment characteristics described here represent those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Hybrid office working environment with a minimum of 2 days in the office.
- Must wear appropriate clothing to meet the public. Business casual for the office is preferred.
- Subject to multiple daily demands.
- May require work on weekends or evenings.
- Occasional onsite work in participant buildings or event locations.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be

made to enable individuals with disabilities to perform essential functions.

- Remaining in a stationary position, often standing or sitting for prolonged periods.
- Repeating motions that may include the wrists, hands, and/or fingers.
- Communicating with others to exchange information.
- Adjusting or moving objects up to 20 pounds in all directions.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Employees will follow other instructions and perform other related duties as assigned by their supervisor.

Salary and Benefits:

- Hiring range: \$61,000-\$77,000 per year. Salaried, full-time/exempt.
- \$0 premium, low deductible health insurance.
- Option to purchase health insurance for dependents.
- \$27.50/month dental and vision insurance.
- A \$750/year health benefit, which can be applied to a reduced-price ski pass.
- 3% Simple IRA retirement contribution, requiring employee match.
- Paid time off.
- 10 paid holidays per year.

To Apply: Submit your cover letter and resume to brittany@aspencore.org