



Marketing and Website Manager

Efficiency Forward, Inc. (and its initiatives, The DesignLights Consortium (DLC) and EVCAN) is looking for a Marketing and Website Manager to support our organizations.

Our ideal candidate is a creative multitasker, natural collaborator and an excellent communicator who is enthusiastic, organized, self-motivated, and experienced at both managing B2B websites and creating compelling content and design that tells the story of the organization in ways that drive people to take action.

This role works in the Communications group and owns responsibility for design and development for our three websites, as well as executing communication strategies to enhance brand visibility including design and management of digital assets for marketing strategies, campaigns, social media, infographics, website content and collateral. This position will support internal and external communication needs for all programs across all marketing channels, creating materials specific to the various stakeholders of the organization.

The Efficiency Forward team is smart, passionate and dedicated to the success of the organization and our teammates. We work with integrity, we prioritize collaboration, we are committed to diversity, and we work for a positive environmental impact. The work that we do creates change at scale, which is possible due to the engagement and feedback of our members and wide variety of stakeholders.

We offer a fast-paced and supportive work environment, competitive salary and bonus structure, and benefits (including paid time for volunteer work) for the right candidate. The DLC is committed to an organizational culture of non-discrimination and equal opportunity for all employees and qualified applicants and minority candidates are encouraged to apply.

Resume with a cover letter should be submitted to:

Stephen White, Director of Administration and Finance

swhite@designlights.org

no phone calls please

About Us

Efficiency Forward, Inc. is a nonprofit organization dedicated to empowering decision-makers with the tools and information needed to reduce energy consumption and advance policies that foster decarbonization, community resilience, environmental stewardship, and economic prosperity. Through innovative initiatives like the DesignLights Consortium (DLC) and the Electric Vehicle Charging Accessibility Network (EVCAN), we work to achieve a sustainable and equitable future. The DLC envisions a net-zero world by enabling energy savings, decarbonization, and sustainability through quality lighting, controls, and integrated building systems, providing decision-makers with impartial data and resources to reduce energy use, carbon emissions, and light pollution. EVCAN complements this mission by accelerating the deployment of reliable and connected EV charging infrastructure across North America, engaging stakeholders and offering unbiased tools to promote widespread adoption. Through collaboration and a commitment to diversity, integrity and impact, we strive to create a cleaner, more sustainable future for all.

Role and Responsibilities

Website Management

- Manage the design, development, and maintenance of multiple design and website projects to reflect our branding and strategic goals, ensuring timely delivery and budget adherence.
- Optimize website design and content for user experience (UX) and SEO.
- Monitor website performance and manage needed updates or enhancements.
- Collaborate with the Content Manager to evaluate content for SEO and create strategies to improve rankings and traffic.
- Share insights and performance metrics to optimize communication strategies.
- Manage integrations with email and conversion tools using WordPress and custom CRM software.
- Coordinate with vendors and internal teams to execute projects on time and ensure that information is communicated effectively.

Communications Strategy

- Develop deep understanding of Efficiency Forward programs and users to create communications that resonate with key audiences and drive user interaction with the website.
- Implement comprehensive communication strategies to promote the company's brands, products, and services. Ensure all communication materials are consistent with the company's voice, style, and messaging.
- Collaborate with internal teams to ensure technical and marketing content is accurate and aligned with organizational goals.

Graphic Design & Branding

- Create and implement program-specific graphic and web design assets (digital and print) to increase awareness of the organization and meet program goals, including infographics, logos, and presentations.
- Ensure brand consistency across all channels and oversee management of branding guidelines.

Qualifications:

- Collaborative work style, a passion for communication, and interest in energy-efficiency, decarbonization and climate change mitigation.
- Ability to work on multiple projects simultaneously, anticipate communication needs, apply critical thinking, proactively problem solve, and find and organize data.
- Three to five years of experience managing B2B websites including oversight of website design with WordPress or similar Content Management Systems.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other graphic design tools.
- Advanced knowledge of SEO, Google Analytics and Ad Grants, UX/UI principles and web usability standards.
- Strong content creation and copywriting skills and knowledge of digital marketing best practices.

Preferred Skills

- Experience working in fast-paced environments, particularly in technology, startups, or marketing agencies.
- Proficiency in video production or multimedia content creation.

Education and Experience

- Bachelor's degree in marketing, communications, business, or related field.
- 3–5 years of relevant experience in technical, non-profit advocacy, or related industries.

Salary and Benefits:

- Salary commensurate with experience
- Benefit plans including comprehensive health, Flex Spend
- Matching 5% 401K plan
- Flexible work schedule
- The position is remote/hybrid/in person located in Medford, MA
- Some travel may be required (less than 10%)