



Marketing Coordinator

The DLC is looking for a creative, organized, and customer service-focused marketing coordinator to join our team. This role combines marketing coordination with administrative support and contact management to help ensure smooth operations and effective marketing efforts. The ideal candidate will have a knack for organization, a flair for creative communications, and a strong commitment to exceptional customer service.

The DLC 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.

We offer a fast-paced and supportive work environment, competitive salary and bonus structure, excellent benefits, and paid time for volunteering. 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, Chief Operating Officer

swhite@designlights.org

No phone calls please.

About the DLC:

The DesignLights Consortium (DLC) is a non-profit organization dedicated to accelerating the widespread adoption of high-performing commercial lighting solutions. The DLC promotes high-quality, energy-efficient lighting products in collaboration with all industry stakeholders by defining quality and establishing performance requirements, facilitating thought leadership, and providing tools, resources, and technical expertise to members, industry and other stakeholders.

The DLC has successfully helped to advance high performance lighting to realize significant gains in energy efficiency and broad scale energy reduction across the commercial sector from the adoption of DLC qualified products. The DLC develops and manages technical requirements that inform Qualified Products Lists (QPL) for LED lighting, horticultural lighting, and networked lighting controls, as well as responsible light at night, which are required by energy efficiency programs for rebate eligibility.

Key Responsibilities:

Marketing Coordination:

- Assist the marketing team in creating marketing content for website, social media, newsletters, and other digital platforms.
- Manage social media accounts and update content regularly to engage with our audiences.
- Support the execution of marketing campaigns and events to promote our mission.

- Assist in promoting events, webinars, and workshops through various marketing channels to maximize attendance and engagement.

Contact Management:

- Maintain and update company databases, including customer information, ensuring all information is accurate and up-to-date and ensure adherence to contact management procedures across organization.
- Act as the lead for DLC CRM and email lists to support outreach efforts to members and stakeholders.

Administrative Support:

- Act as the first point of contact for the DLC main inbox. Monitor email inbox and other correspondence, ensuring timely and accurate responses.
- Manage calendars, schedule appointments, and coordinate meetings for senior management as needed.
- Assist in planning and organizing company events, meetings, and workshops, including logistics, catering, and materials preparation.
- Prepare, format, and manage documents, presentations, and reports as required by various departments.
- Participate in cross-collaboration with other teams on key projects and initiatives.
- Other duties as assigned.

Qualifications:

- Strong organizational and problem-solving skills and a proactive attitude toward challenges.
- Ability to manage multiple tasks and prioritize effectively.
- Attention to detail and personal responsibility.
- Excellent written and verbal communication and customer service skills.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and Google Workspace and familiarity with social media platforms.
- Experience with social media platforms and digital marketing tools (e.g., Hootsuite, Mailchimp, Canva, Adobe Creative Suite).
- Familiarity with CRM software and marketing automation tools is a plus.
- Creative thinker with a passion for marketing and communications.
- Experience in an administrative or marketing role is preferred.
- Bachelor's degree in marketing, communications, business administration, or a related field preferred.

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 required for meeting planning and management