



Marketing Director

About Efficiency Forward

Efficiency Forward is a nonprofit organization that administers the DesignLights Consortium (DLC) and the Electric Vehicle Charging Accessibility Network (EVCAN). Our mission is to empower decision makers with reliable information and tools to reduce their energy consumption and to support policies that decarbonize our economy, allow communities to thrive, support the environment, and facilitate economic success.

For more than 10 years, the DLC helped catalyze the LED revolution that saved over 1,000 TWh of electricity in non-residential locations across the U.S. and Canada. EVCAN is a new Efficiency Forward initiative working to accelerate the deployment of reliable, connected, and accessible EV charging across North America.

Resume with a cover letter should be submitted to:

Stephen White, Chief Operating Officer

swhite@designlights.org

No phone calls please.

About the Role

The Marketing Director leads our North American marketing strategy for these initiatives, focused on energy efficiency and reliable, grid-ready electric charging. Reporting to the CEO, this role manages an awesome team: Content Manager, Web Design Manager, Marketing Coordinator, and PR vendor, and serves as a peer to the Stakeholder & Market Development Director. Key responsibilities include brand stewardship, advocacy communications, digital strategy, thought leadership, and event marketing across utility, lighting, controls, and EV charging audiences. The ideal candidate brings cleantech sector knowledge, strong people management skills, and the ability to translate complex technical topics into compelling narratives that drive program adoption and membership growth.

What You Will Do

1. Strategic Marketing Leadership

- Develop and execute a comprehensive North American marketing strategy aligned with the organization's mission in energy efficiency and electric transportation adoption
- Define brand positioning that resonates across diverse stakeholder groups, including utilities, industry partners, program managers, and policymakers
- Set measurable marketing goals tied to program adoption, membership growth, and advocacy outcomes for both initiatives
- Lead annual marketing planning, budgeting, and performance reporting to executive leadership and the board
- Serve as a peer strategic partner to the Stakeholder & Market Development Director, ensuring marketing strategy is informed by market intelligence, member feedback, and partnership priorities

- Provide unified leadership across the marketing team — Content Manager, Web Design Manager, Marketing Coordinator, and PR — ensuring all functions operate as an integrated, mission-aligned unit

2. Team Leadership & Management

- Directly manage marketing team: Content Manager, Web Design Manager, Marketing Coordinator, and PR vendor.
- Set clear individual goals, priorities, and performance expectations for each team member aligned to departmental and organizational objectives
- Conduct regular one-on-ones, performance reviews, and professional development conversations for all direct reports
- Foster a collaborative team culture that integrates content, digital, coordination, and communications functions into cohesive campaign execution
- Allocate workload and resources across the team, balancing strategic initiatives with day-to-day operational demands
- Serve as escalation point and decision-maker for cross-functional conflicts, priorities, and external partner relationships managed by the team

3. Content Strategy and Oversight

- Provide strategic direction to the Content Manager for all content programs, including research reports, case studies, guidance docs, blogs, social media, and multimedia assets
- Approve the editorial calendar, ensuring content reflects program cycles, seasonal priorities of utility and transportation program managers, and market development opportunities
- Work with the contractor and Content Manager to guide content to position organizational leaders and subject matter experts as thought leaders through contributed articles, speaking placements, and media opportunities
- Ensure content output effectively translates complex technical topics; lighting, controls, EV charging, and load flexibility into accessible, persuasive narratives for mixed audiences
- Review and approve high-visibility or strategically sensitive content before publication

4. Oversee Digital Presence & Web Strategy

- Set strategic direction for the organization's digital presence across three websites, overseeing execution through the Web Design Manager
- Ensure the websites reflect current brand standards, messaging priorities, and audience segmentation strategies across utility, industry, and EV program audiences
- Direct SEO priorities, user experience improvements, and campaign landing page development
- Review digital performance analytics and use insights to inform broader marketing strategy
- Ensure web infrastructure supports campaign needs, event promotion, membership acquisition, and content distribution

5. Oversee Marketing Operations

- Support planning, scheduling, and execution of marketing campaigns
- Oversee management of email marketing programs
- Ensure organized systems for project tracking and cross-team coordination
- Support the Marketing Coordinator as the operational hub of the marketing team, managing deadlines, vendor communications, and internal workflow across Content, Web, and PR functions
- Guide the compiling and reporting of campaign performance data to inform strategy adjustments

6. Support Stakeholder Engagement

- Partner with the Stakeholder & Market Development Director to ensure outreach campaigns, member communications, and partner-facing materials align with active relationships and pipeline priorities
- Provide marketing support for membership recruitment and retention initiatives
- Work with your team to develop targeted communications strategies for key audiences including:
 - utilities
 - manufacturers (Lighting and HVAC)
 - policymakers and regulators
 - energy-efficiency program administrators
 - industry partners
 - strategic partners like municipalities, local governments & public agencies

7. Key Competencies

- Team leadership & people management
- Energy efficiency sector knowledge
- B2B and Association Marketing
- Cross-functional team collaboration
- Content and digital strategy experience
- Stakeholder segmentation experience
- Data-driven decision making

Preferred Qualifications

- 15+ years of experience in marketing, communications, brand management, or related roles
- Experience in nonprofit, energy, sustainability, utilities, or technical industries preferred
- Bachelor's degree in marketing, communications, public relations, or 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 may be required