

# Work Green

## Position Announcement EnAct Program and Marketing Coordinator

Seeking an energetic, creative, passionate program and marketing coordinator to support our EnAct sustainable living outreach program and consulting services business. EnAct is a program of Madison Environmental Group, Inc., an interdisciplinary consulting firm offering services that support sustainable building and operations, reducing environmental impact and increasing competitive advantage. This is a part-time position, 25 - 32 hours per week, potentially increasing to full time in the future.

Program and Marketing Coordinator responsibilities:

- Coordinate marketing and promotion, including traditional and social media marketing, and community and public relations for the EnAct program as well as for our consulting services business.
- Coordinate the overall operations of the EnAct program throughout Dane County.
- Maintain and enhance EnAct program and business website content and features.
- Promote the EnAct program by tabling at various community-based events such as the annual Food for Thought Festival. Give formal and informal program presentations for various groups and events such as the Midwest Renewable Energy Association Fair.
- Provide EnAct program volunteer team orientation, training, and support, attending team kick-off and team closing meetings.
- Coordinate EnAct program data collection and reporting. Improve survey instrument and access.
- Assist EnAct program sponsors in support of the program. Help sponsors leverage their affiliation with the program through co-promotional opportunities.
- Schedule and facilitate quarterly EnAct advisory board meetings for sponsors. Create agenda, minutes, and annual program report.
- Supervise EnAct program intern(s).
- Coordinate *EnAct: Steps to Greener Living* book promotion, sales, and fulfillment.
- Manage ongoing alternative transportation behavior change project.
- Plan and implement special events, e.g. Earth Day open house, World Car Free Day activities.

Qualifications:

- Bachelor's degree in a relevant field and a minimum of 3 years relevant work experience including project management.
- Experience in community outreach as well as a strong business sense.
- Exceptional interpersonal and communication skills—listening, speaking, and writing.
- Computer/web savvy. Online media, social networking/web 2.0 experience preferred.
- Basic to intermediate graphic design skills.

Qualities:

The ideal candidate will be professional, energetic and outgoing, self-motivated and interested in life-long learning. She or he should model sustainable actions and be a proven practitioner of continuous improvement. Must be a flexible, detail-oriented multi-tasker. Hours include evening and weekend events.

Madison Environmental Group, Inc. offers good benefits and the opportunity to work in a green, open, and friendly downtown office setting. We work hard and celebrate often. Qualified candidates may submit a cover letter and resume by noon on July 15, 2009. Please send via email to [Kathryne Auerback](mailto:Kathryne.Auerback@MadisonEnvironmentalGroup.com), Vice President. Anticipated start date in August.