



**Electric & Gas Industries Association**

3800 Watt Ave, Suite 105

Sacramento, CA 95821

## Marketing Communications Manager

**Location:** Electric & Gas Industries Association, Sacramento, CA, USA (Hybrid/Remote)

**Compensation:** \$80,000 - \$90,000

### About EGIA:

The Electric & Gas Industries Association (EGIA) is a nonprofit dedicated to advancing the home services industry by supporting contractors with business education, financing solutions, product and service discounts, and cutting-edge industry research. We serve a growing network of HVAC, insulation, windows, solar, and geothermal contractors, along with regional distributors, manufacturers, and other trade allies. Additionally, EGIA partners with utilities and municipalities to deliver demand management and resource efficiency services, administering financing and rebate programs that have facilitated over \$9 billion in residential and business projects.

### Job Summary:

The Marketing Communications Manager will lead the design, implementation, and management of both online and offline communication strategies for EGIA and its four business lines. The role involves overseeing the Social Media & Digital Marketing Coordinator, and requires someone who is adept at multitasking and meeting tight deadlines. Mastery of social media marketing, email marketing, lead generation, copywriting, and client relationship management is essential. The ideal candidate will be a creative communicator with a strong understanding of our target audience and the latest marketing trends. This position will report directly to the Director of Communications & Marketing Partnerships.

### Responsibilities:

- Develop and manage marketing communication strategies to promote EGIA's services and products across various platforms.
- Supervise the Social Media & Digital Marketing Coordinator to ensure consistent and effective messaging.
- Collaborate with design, marketing, and sales teams to align marketing efforts with organizational goals.
- Oversee the creation of marketing materials, including visual content, videos, and written copy.
- Lead the execution of email marketing, social media campaigns, and other digital initiatives to attract new customers and retain existing ones.
- Manage relationships with clients, contractors, and external vendors to maintain and grow EGIA's brand presence.
- Interface internally and with external partners to spearhead marketing initiatives for EGIA's annual golf tournament.
- Develop and launch paid advertising campaigns for internal business units, as well as government and utility clients, on ad platforms such as Facebook, Google, TikTok and others.
- Ensure marketing communications meet project deadlines and quality standards.

**Qualifications:**

- Bachelor's degree in Marketing, Communications, Journalism, or a related field.
- 3-5 years of experience in marketing communications, with a preference for candidates with agency experience.
- Proven experience managing social media marketing campaigns, email marketing, and digital content strategies.
- Strong analytical skills to evaluate market trends and campaign performance.
- Exceptional communication skills, both written and verbal, with a talent for persuasive messaging.
- Creative problem-solving abilities to generate fresh ideas for campaigns and promotions.
- Excellent organizational and project management skills to handle multiple priorities and deadlines.
- Experience with lead generation, client relationship management, and collaborating across teams.
- Familiarity with tools like Google Analytics, social media management platforms, and email marketing software.

**Benefits:**

- Salary \$80,000 - \$90,000
- Health insurance, paid time off, 401K match
- Paid gym membership
- Opportunity to work on challenging and innovative projects
- Collaborative and supportive work environment
- Opportunities for professional development

This is an exciting opportunity to join a forward-thinking organization dedicated to making a difference in the home services industry. If you are interested in this position, please submit your resume and cover letter to [jobs@egia.org](mailto:jobs@egia.org).