



Copywriter and Marketing Manager

Do you want to advance racial and economic justice while tackling climate change?

Join our innovative non-profit and be part of a talented diverse team driven to expand access to climate solutions and green jobs across Massachusetts. Our mission is to accelerate an *inclusive* clean energy economy. We work hand-in-hand with cities and local community organizations to connect communities of color, non-English speakers and renters to energy-saving programs and affordable renewable energy. These programs help families and businesses save money, make their homes healthier, and combat climate change. We are also increasing green career opportunities for people of color, multilingual individuals and women.

We are seeking an organized, skilled and motivated Copywriter who thrives in a fast-paced environment to join our hardworking team of changemakers. This role plays a critical role in ensuring the accuracy, clarity, and effectiveness of our marketing materials, while also providing oversight to our marketing initiatives. This role will provide logistical support for our Communications Team, helping to ensure resources we develop for our municipal and community partners are rolled out in an organized and timely fashion. You will be an integral part of this team and your role will directly support the ability of our partners to expand their reach and ensure residents and small businesses across the Commonwealth can benefit from nation-leading energy efficiency programs. The ideal candidate will be detail-oriented, have some understanding of Mass Save programs, and possess excellent communication and organizational skills.

Key Responsibilities

- **Lead the creation and editing of targeted letters:** This includes crafting and refining letters, ensuring alignment with organizational guidelines and Mass Save program requirements, as well as reviewing other marketing materials, tailored to specific populations for our partner communities to ensure content accuracy, clarity, and alignment with pre-set guidelines.
- **Produce copy across marketing materials:** Collaborate with the Communications Team to create written copy for various projects, including but not limited to social media content, website content, newsletters, fliers, and posters. Aim to develop customer-facing materials that effectively promote the Mass Save programs and other beneficial energy programs. Additionally, conduct audits of existing marketing materials to provide recommendations for improvement.
- **Oversee the review and approval of marketing materials, including by external partners.** This includes reviewing community and vendor-created marketing materials to be used by our partner communities, providing feedback, and ushering materials through



the approval process with designated internal and external reviewers, as needed, to ensure materials meet pre-set and evolving brand guidelines.

- **Oversee the coordination of mailers and other marketing materials for outreach to residents and small businesses in our partner communities.** This may include gathering necessary information from partners (including community-based organizations, municipalities and local gas and electric utilities), coordinating translations, and overseeing the logistics of printing and mailing materials to communities.
- **Maintain organized, accurate tracking systems for projects and materials created.** You will be responsible to keep tracking systems updated, submitting invoices for projects you are coordinating, and keeping all involved parties fully informed about progress of projects.
- **Support the Communications Team** with miscellaneous projects, as needed, to support our mission and the communities we serve.

Qualifications:

- Passionately embraces the mission of All In Energy with a strong commitment to addressing global climate change, equitable clean energy access, or economic and environmental justice.
- 1-3 years of experience in copywriting with excellent attention to fine details
- A demonstrated ability to craft compelling and targeted messages for diverse populations
- Excellent written and verbal communication skills
- Project management experience
- Ability to create and maintain clear organizational systems
- Proven ability to take initiative, learn quickly and creatively problem solve
- Ability to prioritize and manage multiple tasks
- Organizational and time-management skills for meeting deadlines in a fast-paced environment
- Comfortable working independently and as a part of a small, nimble team
- Successful completion of a background check and 5-panel drug test

Preferred qualifications:

- Bilingual in English and Spanish or Portuguese, both written and spoken
- Familiarity with Mass Save programs and requirements

Hours and Compensation:

- Full time or part-time candidates will be considered



- Compensation: \$26.97-\$29.67 per hour commensurate with experience
- Flexible work (hours or location) with periodic in-person meetings
- Relaxed dress code
- Generous vacation, sick and holiday benefits
- Health, dental and vision insurance (full time employees)
- Technology access with option to purchase upon departure
- Stipends for workspace ergonomics furniture, professional/personal development, remote work and wellness

To apply, please email a brief cover letter and resume to careers@allinenergy.org with the subject line “Copywriter”

All In Energy is an equal opportunity employer who values diversity. In particular, we’re dedicated to broadening opportunities for individuals from demographic groups that are historically underrepresented in the clean energy economy. We’re committed to building an inclusive workplace culture where talented people of widely diverse backgrounds can thrive. We are actively seeking people who bring diverse backgrounds and perspectives to join us in this work.