



## INDUSTRY RELATIONS AND EVENTS MANAGER

### *Job Overview*

The Industry Relations and Events Manager handles relationships with industry participants in NEEP projects, and cultivates associations with new participants to support and help advance NEEP's mission as well as broaden its funding base. The Manager engages industry support through participation in NEEP's Allies Program, project working groups, event sponsorships, and other means. For events, the Manager plans, manages, and secures sponsorships for public workshops and summits, and supports topical webinars, tours, and other stakeholder engagements managed by NEEP project staff. A member of the Strategic Marketing and Communications Team (SMC), the Manager works closely with the Development Manager and Digital Marketing Senior Associate, and reports to the Senior Manager of Public Relations. The starting date is expected to be in April 2019.

### *Responsibilities*

#### **Industry Relations**

- Allies Program – Manage research, solicitation, tracking, engagement, and relationships of NEEP Allies through direct contact, events, webinars, newsletters, and other NEEP activities.
- Industry Funding – Support NEEP's staff on raising funding from industry for events and projects, including grant applications and project subscriptions or sponsorships.
- Industry Communications – Manage and track funder communications (e.g., event, newsletter and report access), with a focus on the implementation of the Allies Program benefits, the analysis of surveys and feedback solicitation, and maintain industry profiles in the CRM.
- Website – Working with Digital Marketing Senior Associate, maintain accurate and visible presence of NEEP Allies and other industry funders.
- Research – Manage research and analysis to attract and retain broad base of industry funding support across the region.

#### **Event Planning & Management**

- Workshops & Conferences
  - Event Design – Support staff in devising and developing events and event series specific to NEEP's programs including workshops, trainings, webinars and the annual NEEP Summit.
  - Marketing – Working with the Strategic Marketing and Communications Team, oversee the production of all written and printed event-related collateral materials to support attendance goals, including invitations, tickets, posters, advertisements, web-based media, and other outreach.
  - Logistics – Lead and manage event logistics including venue management, technology requirements, food and beverage, registration, supervision of event contractors, etc.
  - Sponsorship and Budget Management – Solicit funds via event sponsorships and manage event costs to meet revenue goals.



- Tools for Event Management
  - Sponsorship plan – Develop a yearly plan for event sponsorship levels offered for NEEP events including the specific benefits offered to NEEP event sponsors.
  - Dashboard – Manage the Events & Publications dashboard used by all NEEP staff to inform the SMC team about upcoming reports, webinars, or speaking engagement.
  - Planning tools – Regularly update and support staff use of a list of meeting venues and catering options for NEEP events.
  - Event Registration – Maintain services to enable on-line registration and support service use for NEEP events.
  - Best Practices – Update, maintain, and support staff use of “NEEP Events – Guidelines and Resources” with tools and best practices for successful NEEP events.

### **Qualifications**

- Minimum of three years’ experience with an established track record of successful event planning and customer relationship management
- Experience producing event marketing materials including, but not limited to, email marketing campaigns, website copy and graphics, event signage and other collateral
- Strong interpersonal and communication skills with the ability to engage a wide range of internal and external constituents
- Experience using Customer Relationship Management software to track stakeholder engagement and funding opportunities
- Energetic and self-directed, with effective time management and organizational skills including the ability to successfully manage several priorities at the same time
- Excellent written and oral communications skills
- Relevant degree and/or equivalent educational qualifications
- Computer skills including proficiency with Microsoft Office, spreadsheets, databases, and internet required; knowledge of the Adobe Creative Suite a plus
- Experience with and knowledge of energy efficiency as a resource to meet state and regional energy, environmental, and economic public policy goals a plus
- Critical thinking, orientation towards customer service and curiosity a plus

### **About NEEP**

NEEP was founded over 20 years ago as a non-profit to accelerate energy efficiency in the Northeast and Mid-Atlantic states. Today, it is one of six Regional Energy Efficiency Organizations (REEOs) partially funded by the U.S. Department of Energy to support state efficiency policies and programs. NEEP’s mission is to accelerate regional collaboration to promote advanced energy efficiency and related solutions in homes, buildings,



industry, and communities. Our long-term shared goal is to assist the region to reduce carbon emissions 80% by 2050. For more about our strategies and projects, please visit [our website](#).

### ***Application Process***

The anticipated search process will include multiple interviews with the starting date for this position to be in April 2019. To apply please see our posting on Indeed ([www.indeed.com](http://www.indeed.com)). A resume, along with a thoughtful cover letter outlining your interest in NEEP's mission will be required. No phone calls please.

NEEP offers a competitive salary and a generous benefits package including health, dental, life, and disability insurance, personal time and a generous matching 401K with an excellent work/life balance. NEEP is committed to an organizational culture of inclusion, diversity and equity. We are committed to a policy of non-discrimination and equal opportunity for all employees and qualified applicants without regard to race, color, sex, age, national origin, and physical or mental disability. We apply this policy to assure non-discriminatory practices in recruiting, hiring, training, promotion, compensation, benefits and all other activities. It also supports our capacity to achieve our mission on a regional scale.