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Job Title: Marketing Coordinator
Department: Marketing
Reports To: Chief Marketing Officer (CMO)
Job Type: Full-Time, Exempt
Location: Remote
Start Date: February 2025

Who We Are

At Rebellion Energy Solutions we are ensuring that social and environmental value are included in our nation's energy equation. With over 120,000 abandoned or orphaned oil and gas wells nationwide, we are committed to bringing energy, environment, and markets together to drive responsible completion of the oil and gas well lifecycle on behalf of all of our neighbors.

Using carbon markets, we are incentivizing the clean-up of orphan wells and providing a platform for investment in sustainability. We are committed to decommissioning legacy oil & gas wells properly and restoring lands with pride of ownership and a legacy of health and beauty for future generations.

Position Summary

The Marketing Coordinator is instrumental in helping improve and grow our brand with the goal of increasing brand recognition and sales. Working closely with our CMO and external consultants, the Marketing Coordinator is key in the execution and management of our marketing campaigns to drive brand awareness, customer engagement, and business growth. This role involves coordinating multiple projects, creating marketing materials, analyzing campaign performance, and ensuring alignment with the company's marketing strategies. The ideal candidate is a creative and organized self-starter who thrives in a collaborative environment.

As a member of the Marketing team, the Marketing Coordinator supports the team in raising awareness of and growing demand for Rebellion's distinct product offerings, driving sustainability and empowering our vision through developing and managing GHG projects and credits that meet the needs of the RES brand and the carbon market.

Responsibilities:

- Campaign Development and Management
 - Assist in planning and executing multi-channel marketing campaigns.
 - Coordinate with internal teams and external vendors to ensure timely delivery of campaign materials.
 - Develop creative briefs and oversee the production of promotional content.
 - Monitor campaign performance metrics, such as click-through rates and conversions, and provide analysis and recommendations.
 - Manage campaign budgets, track expenses, and report on ROI.
 - Conduct post-campaign evaluations to measure effectiveness and identify areas for improvement.



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- **Conference Preparation and Participation**
 - Coordinate with conference organizers to confirm schedules, booth setup, and logistics.
 - Ensure team members attending the conference are fully briefed on objectives, agendas, and expectations.
 - Prepare and organize materials, such as brochures, business cards, and promotional items (swag).
 - Manage shipping and delivery of materials to conference locations.
 - Create and distribute itineraries for team members attending the conference.
 - Follow up after conferences to collect feedback and document takeaways or leads.
 - Represent the company by attending approximately 10 conferences per year, both nationally and internationally.

- **Event Planning**
 - Support the planning and organizing of internal company events, such as team-building activities or milestone celebrations.
 - Coordinate with vendors to order supplies, catering, and other event necessities.
 - Ensure the availability of required materials for trade shows, including signage, displays, and giveaways.
 - Track event-related budgets and expenditures.
 - Oversee event-day logistics to ensure smooth execution, including setup, registration, and cleanup.
 - Evaluate event outcomes and prepare post-event reports.

- **Sales Support**
 - Develop and maintain marketing materials to support the sales process, such as pitch decks and product one-pagers.
 - Collaborate with the CMO to create targeted campaigns for lead generation and nurturing.
 - Provide research and data on customer demographics and buying behavior.
 - Track sales data.
 - Update and organize sales tools, such as CRM systems and shared resource folders/data room.
 - Analyze sales data to identify trends and opportunities for targeted marketing efforts.

- **Create and Produce Marketing Collateral**
 - Design and produce marketing materials, including brochures, flyers, and presentations.



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- Write and edit content for print and digital collateral, ensuring brand consistency.
 - Work with graphic designers, printers, and vendors to develop high-quality materials.
 - Manage approval workflows to ensure timely delivery of assets.
 - Maintain promotional materials inventory, and prepare reports
 - Maintain accurate and up-to-date databases of leads, prospects, and customer interactions.
 - Track and analyze sales data to support campaign and sales team strategies.
 - Monitor inventory levels of promotional materials and company swag and coordinate reordering when needed.
 - Prepare reports on marketing performance, sales trends, and campaign ROI for leadership review.
- **Implement Marketing and Advertising Campaigns**
 - Develop and update marketing calendars to align with company goals.
 - Assist in creating and executing advertising plans, including social media, print, and digital ads.
 - Coordinate promotional presentations, webinars, and other outreach activities.
 - Support market research efforts to inform strategies and optimize campaigns.
- **Content Management**
 - Plan, create, and schedule content for social media platforms.
 - Work with the CMO on developing and implementing an editorial calendar for blog posts, articles, and email newsletters. Write and/or coordinate with subject matter experts who will write, edit, and publish content.
 - Manage content libraries to ensure accessibility and organization.
 - Collaborate with teams to align content with overall brand messaging and strategy.
- **Web Management**
 - Monitor website analytics and provide insights for optimization.
 - Ensure website content aligns with SEO best practices.
 - Coordinate with IT or web development teams for larger updates or technical support.
- **Employer Branding Activities**
 - Working with HR, develop and implement strategies to promote the company's culture and values internally and externally.
 - Manage content for the company's careers page and LinkedIn profile.
 - Collaborate with HR to create materials that promote the company as an employer of choice, such as employee testimonials, behind-the-scenes videos, and the internal company newsletter.



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- Track and analyze the effectiveness of employer branding initiatives.

Qualifications:

- A passion for environmental justice and sustainability and a desire to help chart a course in an emerging field.
- 2-4 years of experience in marketing
- Basic sales or customer management experience preferred
- Strong written and verbal communication and presentation skills
- Excellent interpersonal skills for representing organizations during media events, community events, conferences, and trade shows
- Project management experience and time-management skills for juggling numerous time-sensitive projects
- Familiarity with various marketing platforms and channels, including social media, print campaigns, digital marketing and email promotions
- Strong analytical skills to evaluate marketing metrics effectively
- Creative mindset with the ability to design innovative and effective marketing strategies.
- Experience with computer software programs used for keyword research, A/B testing, database management and content creation
- Market research experience and an understanding of how to identify target audiences
- Experience with CRM software
- Proficiency with marketing analytics tools (e.g., Google Analytics, HubSpot, SEMrush)
- Familiarity with content management systems (CMS) like WordPress
- Basic design skills or familiarity with tools like Canva or Adobe Creative Suite
- Team collaboration experience in fast-paced environments
- Must be able to travel to select conferences and events in the US and internationally

Key Competencies:

- **Graphic Design:** Demonstrates proficiency in graphic design tools and principles to create visually appealing marketing materials that align with brand standards.
- **SEO Expertise:** Possesses a strong understanding of search engine optimization (SEO) best practices and tools to improve digital visibility and engagement.
- **Market Research Skills:** Conducts thorough market research to identify trends, understand target audiences, and support strategic decision-making.
- **Communication Skills:** Exhibits excellent written and verbal communication skills to effectively convey messages and collaborate with internal and external stakeholders.
- **Organizational Skills:** Maintains exceptional organizational skills to manage multiple projects, prioritize tasks, and meet deadlines in a fast-paced environment.
- **Creativity:** Brings creativity and innovative thinking to develop unique marketing strategies, campaigns, and solutions.
- **Analytical Thinking:** Utilizes strong analytical skills to evaluate marketing metrics, interpret data, and make data-driven recommendations.
- **Team Player:** Thrives in a team-oriented environment, contributing positively to group efforts and supporting colleagues to achieve common goals.



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- **Passion for Environmental Justice and Sustainability:** Shows a genuine commitment to environmental justice and sustainability, integrating these values into marketing initiatives and messaging.
- **Adaptability and Desire to Learn:** Demonstrates adaptability and a willingness to learn, embracing challenges and evolving within the dynamic and emerging industry.
- **Project Management:** Effectively plans, executes, and manages projects from inception to completion while ensuring alignment with organizational goals.
- **Customer-Centric Mindset:** Focuses on understanding and meeting the needs of customers, ensuring marketing efforts resonate with the target audience.
- **Cultural Sensitivity and Inclusion:** Demonstrates cultural awareness and a commitment to learning, actively seeking to deepen understanding of cultural competency. Incorporates inclusive practices into all communication and marketing efforts to honor and respect diverse perspectives.

Core Values:

We are guided by our core values. As we evolve as an organization, we seek to help you live these values out daily.

- **Rebellious Individuality:** Our work culture encourages you to bring your true self to the table.
- **Authentic Communication:** We nurture an open and honest team environment that allows you to share transparently in the spirit of collaboration and problem-solving, while also holding space and listening to others with the intent of understanding and finding common ground.
- **Unlimited Collaboration:** The issues we seek to solve are often layered and impact communities. To find sustainable and just solutions, everyone is welcome, always.
- **Creative Thinking:** Working in an emerging industry it is essential that you are comfortable being uncomfortable.
- **Genuine Solutions:** Don't focus on why we can't, rather on finding a way we can.

Compensation and Benefits

The compensation for this full-time, exempt position starts at an annual salary of \$65,000 and is based upon expertise, years of experience and a verifiable track record of results. This compensation is accompanied by a competitive benefits package including: vacation/sick leave, medical/dental/vision insurance and 401k matching.

How to Apply

If your skills, knowledge, experience and passion for environmental justice and sustainability aligns with the qualifications, competencies and values shared above we invite you to share your interest in this exciting opportunity.

Even if you don't "check all the boxes" above, we want to hear from you! We value the lived experiences and transferable skills that you feel make you an excellent candidate for this role and welcome the opportunity to learn more about them.



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Complete our online application and submit your resume [here](#). We look forward to hearing from you!

Rebellion Energy Solutions is an equal opportunity employer, committed to nurturing a diverse, equitable and inclusive work environment that respects, values and incorporates what makes us individually unique and collectively strong. All applicants will be considered for employment without attention to race, color, national origin, ancestry, religion, age, sexual orientation, gender identity, familial status, marital status, military or veteran status, or disability status in accordance with applicable federal, state and local laws.