



Vacancy: Communications Coordinator

About MREA

MREA's mission is to promote renewable energy, energy efficiency, and sustainable living through education and demonstration.

As proponents of a just energy transition, the MREA values justice, equity, diversity, inclusivity, and belonging. We work to ensure our organization reflects the diverse communities we serve, because we believe that we need meaningful participation from people with a wide variety of perspectives and experiences to achieve our mission.

Position Details

Position Title: Communications Coordinator

Position Classification: Full Time, 40 hours – Exempt (Salaried)

- MREA is open to a 32 hour per week position based on candidate interests and experience

Reports To: Engagement Director

Based: Option of: Remote or Hybrid | Office Location: Custer, WI

Approximate Start Date: July or August 2026

Position Description

The Communications Coordinator is responsible for the organization and management of MREA publications, advertising, electronic newsletters, email marketing, website content, and promotional materials, including graphic design. This position leads and collaborates with appropriate staff to update website content, social media pages, and develop & execute marketing plans for MREA programs. To guide this work, the Communications Coordinator will work with department leads to create and deliver a year-by-year communication plan to guide the content, style, budget, and delivery of MREA promotion and paid advertising as well as maximize organizational storytelling and audience engagement.

Pay & Benefits

Salary: Range per Year: \$39,520 to \$47,840*

- *Salary commensurate with experience
- Paid vacation (40 hours to start)
- Paid Holidays (72 hours)
- Paid health & wellness time off (40 hours)
- Professional development support
- Flexible work environment
- Work from home scheduling
- Casual dress code
- Free registration to MREA trainings

How to Submit

To apply, please send:

- Cover letter detailing your qualifications (PDF)
- Resume including education and experience (PDF)
- Contact information for 3 professional references (PDF)

- Link to online portfolio and/or example(s) of a digital media project(s)

All correspondence must be electronic and sent to Brittany Waite at apply@midwestrenew.org.

Deadline: Position is open until filled with an initial review date of July 29th.

Key Responsibilities

Marketing and Communication

- Meet with department leads on a regular basis.
- Work with Communications Working Group, MREA leadership, and necessary staff to develop an organizational communications plan that defines priority audiences, messaging, mechanisms, and style to define communications strategies as part of our 3-year strategic planning process.
- Field MREA media inquiries (interview requests, article requests, etc.) and work with applicable staff to execute as needed.
- Copyedit MREA articles and promotional and campaign content.
- Regularly coordinate with communications staff to ensure consistent branding and remain up to date.
- Represent MREA at events, including exhibiting, presentations, and meetings as needed.

Websites

- Lead process for updating and maintaining content for MREA website (midwestrenew.org) on an annual basis and as initiatives are updated and/or introduced.
- Work primarily with IT Administrator and Communications Working Group to optimize and maintain SEO and Google Ad Word coordination with necessary staff.
- Update sliders and pop-up messages on website aligned with current campaigns and initiatives.
- Work with necessary staff to develop, implement, and maintain Web Content Accessibility Standards across websites: MidwestRenew.org, GrowSolar.org

Video

- Generate video content production including planning, script creation, direction, editing, sound design, graphics, and publishing.
- Coordinate and assist other departments with video content production as needed and cross check final video content.

Social Media

- Coordinate with communications leads to maintain MREA social media accounts including but not limited to content generation, scheduling, paid advertising, and analytics.
- Interact with Business Members and individuals on platforms as applicable.
- Review profile trends including followers and engagement stats for Board Meetings and to review campaigns

Email Marketing

- Work with applicable staff to engage audiences via email marketing.

- Curate monthly MREA newsletter and quarterly Member newsletter including writing/gathering necessary articles, design, edit, and managing mailing lists.
- Regularly audit email marketing metrics to inform account continuation/research.
- Maintain audience groups and contact lists within the email marketing platform.
- Serve as the email marketing platform contact and annually review pricing and benefits (February).

Qualifications for Success

A successful candidate will be:

- Results-oriented and self-directed, with a passion for the MREA's mission
- Organized and focused with proven ability to prioritize and complete activities with deadlines.
- An excellent written and verbal communicator who can promote the MREA's mission to the public and market stakeholders.
- A capable graphic designer with a demonstrated proficiency in—or aptitude to learn— Canva, Adobe InDesign, Photoshop, and/or other Creative Cloud applications.
- Adept at working in groups and have experience building partnerships with diverse audiences.
- Accustomed to working with a variety of software, demonstrating proficiency in word processing (i.e., MS Word and/or Google Docs), data management (i.e., Excel and/or Google Sheets), presentation software (PowerPoint and/or Google Presentations).
- Experienced in or equipped to learn how to amplify brand visibility by utilizing SEO.
- Accustomed to working with a variety of social media platforms, demonstrating proficiency in YouTube, Facebook, Instagram, and LinkedIn.
- Able to flex communication style to diverse audiences.

Preference will be given to candidates who have:

- Related work experience, a bachelors, or other advanced degree in a related field such as: Communication, Digital Media, Marketing
- Demonstrated experience in one or more of the following: communication, digital media, marketing, campaign development and/or implementation
- Familiarity with blogging tools and/or website editing such as WordPress
- Experience implementing and analyzing social media campaigns.

To view the full position description, click [HERE](#).

Interested in Other MREA Opportunities?

If this job isn't right for you but you'd love to learn about future MREA openings, please let us know at apply@midwestrenew.org and you'll be added to our MREA Vacancy Notification List.

MREA is committed to the principle of equal employment opportunity for all and will not discriminate against any employee or applicant for employment in a manner that violates the law and our stated principles. MREA is committed to employing qualified people regardless of their race, color, religion, sex, sexual orientation, marital status, gender identity or expression, pregnancy, parental status, age, national origin, disability status, genetic information, family medical history, ancestry, protected veteran status, socioeconomic status, or any other class protected by federal, state, or local laws.

It is the responsibility of everyone employed at MREA to give this non-discrimination policy full support through leadership and personal example. In addition, it is the duty of every MREA employee to help

create a job environment that is conducive to effective equal employment opportunity. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, benefits, and training.