

Career Pathway Spotlight

Discover a Career in Marketing & Communications

Discover your career in energy!

Marketing and communications professionals shape the content, products, and community relationships that help customers, neighbors, and regulators engage with the energy industry.

Renewable Energy Site Development

Community outreach and engagement coordinators, public affairs leads, and Tribal liaisons spend their days meeting with neighbors, regulators, and community organizations near energy projects. They listen, share project information, and bring community input back.

Power Infrastructure Construction

Communications and content creators write the articles, scripts, social posts, videos, and podcasts that tell the energy industry's story. They translate technical projects, rate cases, and clean-energy initiatives into language customers, employees, and the public can connect with.

Environmental Remediation & Reclamation

Data visualization and user experience (UX) engineers, product managers, and digital marketers design the websites, customer portals, dashboards, and apps that energy companies use to inform and serve their customers. The work blends design, software, and analytics.

CAREER PATH

Start with:

- » High school diploma or GED
- » Natural curiosity, strong writing skills, and an interest in telling stories that matter

Get Educated:

- » A community college or bachelor's degree in a relevant field
 - Communications, journalism, marketing, public relations, or English
 - Graphic design or computer science
 - Political science, public policy, or environmental studies
- » A portfolio of writing, video, design, or social media work
- » Internships or hands-on content creation

Specialize With:

Knowledge in:

- » Data visualization and user experience (UX) design
- » Communications and content creation
- » Product management
- » Community outreach and engagement
- » Digital marketing and audience analytics

OCCUPATIONAL SKILLS

- » Writing clear, accessible content about complex energy topics for customers, regulators, and the public
- » Designing user-friendly websites
- » Building product roadmaps that bring new programs to market
- » Planning and facilitating community meetings and listening sessions
- » Producing video, podcast, and social content
- » Coordinating with engineers, operations, legal, and executives to keep messaging accurate
- »

BENEFITS

These energy industry careers offer:

- » Competitive salaries with demand across energy companies, developers, nonprofits, and government agencies
- » Employer-sponsored health, dental, and vision insurance
- » 401(k) or pension retirement plans
- » Creative, mission-driven work with real-world impact
- » Opportunities to work across teams and build a diverse professional portfolio

What Might You Do in Marketing and Communications?

ENTRY LEVEL

1-4 years

What you will do:

- » Draft social posts, newsletters, customer emails, and blogs under supervision
- » Support community meetings, open houses, and trade-show logistics
- » Help maintain websites, content libraries, and brand asset systems
- » Conduct basic audience research, customer surveys, and competitor scans
- » Assist with photo, video, graphic, and data-visualization production
- » Track campaign metrics and prepare summary reports for senior staff

MID- CAREER

5-8 years

- » Independently lead campaigns, product launches, or community-engagement initiatives
- » Build content strategies, editorial calendars, and digital product roadmaps
- » Design and ship websites, dashboards, or customer-facing apps with engineering partners
- » Facilitate stakeholder meetings, focus groups, and partner check-ins on active projects
- » Mentor entry-level marketers, designers, and outreach coordinators
- » Prepare communications plans, public-affairs briefings, and regulatory comments

EXPERIENCED

8+ years

- » Lead a marketing, communications, digital, or public-affairs function
- » Set strategy across brand, digital product, and content
- » Drive change management initiatives during project launches, mergers, or major outages
- » Mentor mid-career staff and shape recruiting, training, and succession planning
- » Represent the organization at industry conferences, regulatory hearings, and community town halls
- » Build partnerships with media outlets, community organizations, and industry stakeholders

What knowledge, skills and abilities will you need to succeed?

- » Strong writing and editing skills with an eye for clear, engaging language
- » Basic familiarity with design, video, or content management tools
- » Understanding of social media platforms and digital content best practices
- » Ability to adapt to different audiences, tones, and formats
- » Organized and detail-oriented, with ability to manage multiple projects and deadlines
- » Curiosity about the energy industry and a willingness to learn technical and regulatory topics

- » Advanced writing, editing, and storytelling skills across multiple formats and channels
- » Working knowledge of energy-industry terminology, regulations, and customer concerns
- » Strong project management with the ability to keep multiple workstreams on schedule and on budget
- » Clear communication with engineers, executives, community members, regulators, and media
- » Familiarity with accessibility, plain-language, and equity standards in public-facing work
- » Growing expertise in one or more content specializations

- » Deep expertise in communications strategy, brand management, and multi-channel content
- » Leadership and team development skills
- » Strategic thinking for aligning communications with organizational goals and public perception
- » Strong executive presence
- » Comprehensive understanding of the energy industry
- » Established network of media, community, and industry relationships
- » Strong analytical and financial judgment for marketing, product, and engagement budgets

GET PAID!

For salary information on Marketing & Communications roles, please refer back to the Get Into Energy Explorer.

Get Into Energy Explorer



ENERGY INDUSTRY CAREERS OFFER:

- » Excellent salaries
- » Opportunities for advancement
- » Job growth & stability
- » Professional development and training
- » Great benefits

Scan to view our Job Board