



Career Opportunity: Marketing & Communications Manager

Location: San Diego County – Hybrid Work Schedule set by SDCP

Deadline to Apply: March 23, 2022

Who is SDCP?

San Diego Community Power (SDCP) is a new community choice aggregator (CCA) in the San Diego region that began electric service starting 2021. We serve five member cities, the cities of San Diego, Chula Vista, Encinitas, La Mesa and Imperial Beach, with the unincorporated communities of the County of San Diego joining in 2023. With the possibility of further growth, we will be one of the largest CCAs in California. By the end of 2022, SDCP will provide electricity for nearly half the electric load in San Diego Gas and Electric's service territory. SDCP was formed to bring local control and customer choice to San Diego while also providing clean and renewable energy at competitive rates. For more information, visit www.sdcommunitypower.org.

SDCP is a public agency that is creating a culture of open communication, accountability, and intellectual curiosity. As a small team building a large CCA in California, high levels of trust, collaboration, and a team-player attitude are key. We value transparency, responsiveness, innovation, smart work, and passion for our goals.

Commitment to Diversity

At SDCP, we value diversity and are committed to creating an inclusive environment for all employees. We represent a diverse customer base and intend to hire employees that reflect our communities. We provide equal employment opportunities to all applicants for employment and prohibit discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

What do we need?

SDCP is seeking a creative and proactive communications professional to bring our story to life, from campaign ideation to content management. The Marketing & Communications Manager will provide oversight and implementation of public relations, marketing, creative services, website development, graphic design, print and digital advertising, media buying, email marketing, and social media.

The Marketing & Communications Manager will be responsible for increasing positive perception and customer awareness of SDCP. This position will help resource a growing department and contribute to short- and long-term strategies designed to promote SDCP's

mission and strengthen the integrity of SDCP's brand. Must have a proven track record of strong writing and communication skills, social media marketing and a passion for sustainability. This position reports to the Director of External Affairs.

Requirements

- 5+ years of relevant experience with public relations and marketing
- Strong writing skills with ability to appeal to diverse audiences, from media to community stakeholders
- Experience with social media (paid and organic) and media buying
- Experience with display advertising, and creation of digital and print marketing materials
- Proficiency in graphic design programs such as Adobe InDesign, Illustrator or Photoshop
- Experience developing a communication or marketing plan with proven results
- Ability to successfully manage complex, fast-moving and unexpected communications challenges
- Exceptional organizational skills and eye for detail

Successful Candidates Must Demonstrate Knowledge of:

- Online and social media marketing; media planning and optimization for both traditional and digital advertising channels; data and analytics research and reporting
- Effective key messaging. Experience with AP style preferred.
- Advanced methods and techniques for creating effective marketing, media and public relations materials
- Principles and practices of effective graphic design, writing, photography, video and marketing and communications
- Familiarity with website content management systems such as WordPress. Expertise with search engine optimization a plus.

Examples of Important & Essential Duties (including but not limited to)

- Develops compelling content for website, email, video, and social media to foster brand trust, community building and advocacy
- Oversees the ongoing strategy and execution of SDCP's social media
- Implements the planning, development, content creation, and evaluation of promotional campaigns and collateral
- Oversees the ongoing development and maintenance of SDCP's website, including components for measuring performance and effectiveness
- Develops regular customer communications via email or newsletter
- Designs basic graphics for social media and other marketing materials
- Researches and integrates trending news, industry trends and compelling angles into PR programs
- Researches, manages and supports third-party vendors, such as creative firms for more complex video and design projects
- Oversees the tracking and reporting of marketing program effectiveness; provides insights and recommends strategic improvements
- Assists with coordinating and attending public events (in-person or virtual) to distribute information about SDCP and interact with members of the public

Note: There will be a timed writing assessment as part of the hiring process of this position.

Working Conditions

Prolonged periods sitting at a desk and working on a computer. Periodic interaction with public members at events. Must be able to lift up to 15 pounds at times.

Salary and Benefits

The salary range for this position is \$85,730 to \$116,310 with exact compensation to be determined by SDCP, depending on experience. Benefits include health care, a 457(b) plan, 10% contribution to a Money Purchase Plan, paid time off (PTO), and sick leave.