



OPEN POSITION ANNOUNCEMENT!

Senior Marketing & Communications Manager

Open until filled. Posted 12/19/2022

San Diego County – hybrid work schedule set by SDCP



About the role: San Diego Community Power (SDCP) seeks a creative and proactive marketing and communications professional to share the SDCP's story with the world! The Senior Marketing & Communications Manager will provide oversight and implementation for public relations, marketing, creative services, website development, graphic design, advertising, media buying, email marketing and social media strategies.

The Senior Marketing & Communications Manager will be responsible for increasing customer awareness, engagement and the positive public perception of SDCP. This position will help drive 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. A successful candidate must have a proven track record of strong writing and communication skills, experience developing paid media campaigns, strong digital media skills and a passion for sustainability. This position reports to the Director of Public Affairs.

Who is San Diego Community Power?

San Diego Community Power is a community-owned organization that provides affordable clean energy and invests in the community to create an equitable and sustainable future for the San Diego region. We aim to be a global leader, inspiring innovative solutions to climate change by powering our communities with 100% clean affordable energy while prioritizing equity, sustainability, and high-quality jobs. We are a values-led, mission driven organization grounded in Justice/Equity/Diversity/Inclusion (JEDI), Impact, Integrity, Innovation, Servant Leadership, and Togetherness.

Our History

San Diego Community Power was formed in 2019 as a public, not-for-profit community choice aggregator (CCA) in the San Diego region. We began electric service in 2021 and serve five member agencies: San Diego, Chula Vista, Encinitas, La Mesa and Imperial Beach, with the unincorporated communities of the County of San Diego and the City of National City joining in 2023. SDCP was formed to bring local control and customer choice to San Diego while also providing clean and renewable energy at competitive rates. By the end of 2023, SDCP will provide electricity for half the electric load in San Diego Gas and Electric's

service territory and will be the second largest CCA in California. For more information, please visit SDCommunityPower.org.

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.

Essential Duties and Primary Responsibilities

- Develops and executes effective marketing and communication strategies to increase programmatic awareness and a brand recognition for SDCP
- Creates compelling content for website, email, video, and social media to foster brand trust, community building and advocacy
- Collaborates with internal stakeholders to ensure all content aligns with other strategic messaging
- 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 its 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 earned media opportunities
- Researches, manages and supports third-party vendors, such as creative firms for more complex video and design projects
- Future opportunity to hire and manage marketing and communications professionals, both direct employees and/or external contractors as needed
- 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
- Drafts and disseminates a variety of writing assignments including news releases, email and phone pitches, op-eds, newsletters, magazine articles, social media posts, and educational materials
- Help build and maintain a consistent brand
- Leads on media relations for the organization, including crisis communications
- Will hire and manage a team of marketing and communications professionals, both direct employees and/or external contractors as needed.
- Must be able to work various hours and locations based on business needs
- Attend and/or travel to meetings, and community events locally in San Diego and environs to meet with stakeholders. May attend conferences in California and out of state as needed. Access to reliable transportation, and if driving an automobile, a good driving record. SDCP reimburses mileage expense at the IRS mileage rate.
- Other duties as assigned

REQUIRED SKILLS/EXPERIENCES

- 7+ years' experience in marketing, public relations, journalism or related field with a solid understanding of San Diego County media

- Experience developing strategic communications and/or marketing plans with proven results
- Management experience and/or demonstration of successfully managing large projects required.
- Superb written, verbal and interpersonal communication skills
- Experience with internal and external communications, media relations, marketing campaigns, and project management
- Strong writing skills with ability to appeal to diverse audiences, from members of the media to community stakeholders and elected officials
- Strong copy-editing skills
- Experience with social media (paid and organic) and media buying
- Experience with display advertising, and creation of digital and print marketing materials
- High proficiency with Microsoft Office Suite, Word, Excel and PowerPoint and ability to use virtual meeting applications
- Proficiency in graphic design programs such as Adobe InDesign, Illustrator or Photoshop
- Ability to successfully manage complex, fast-moving and unexpected communications challenges
- Exceptional organizational skills and eye for detail
- Strong understanding of AP Style
- Must reside in San Diego County or be willing to relocate upon hire

Preferred Skills/Experience

- Online and social media marketing; media planning and optimization for both traditional and digital advertising channels; data and analytics research and reporting
- Effective at creating and delivering key messaging
- 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
- Experience tracking expenses and developing annual budget proposals
- Experience managing staff, vendors, and/or service contractors
- Written and verbal Spanish proficiency

Work Environment & Conditions

Prolonged periods sitting at a desk and working on a computer. The position requires occasional carrying, lifting and/or moving objects up to 15 pounds. Occasional local travel required and reliable transportation to be able to attend SDCP events, meetings, and workshops as needed is expected.

At SDCP we work in the communities we serve and in the office. SDCP works to ensure a safe and healthy workplace for employees and in our communities. SDCP requires employees to be fully vaccinated for COVID-19.

This job description may not be inclusive of all assigned duties, responsibilities, or aspects of the job described, and may be amended at the discretion of SDCP as needed.

Compensation:

Salary Range: The position salary range is: \$136,700 to \$184,500; with exact compensation to be determined by SDCP, depending upon experience.

Benefits: Standard benefits package including but not limited to:

Insurance: SDCP offers group health benefits, including medical, vision, and dental insurance, for eligible FT employees. SDCP provides health subsidy support towards the employee elected coverage. Also provided is a \$100,000 Life & AD&D policy, STD and LTD coverage that is 100% paid by SDCP.

Retirement: SDCP offers a 457(b) plan for employee contributions and contributes 10% of eligible compensation to the employee's Money Purchase Plan.

Paid Time Off: 11 holidays per year + paid winter holiday (*between 12/24-12/31*), 160 hours of accrued paid time off per year (*increases with time in service*), and 96 hours per year of accrued paid sick leave.

How To Apply

Applicants must submit their resume, cover letter, and references using the "Apply today" functionality on our Career Opportunities webpage at:

SDCommunityPower.org/about/career-opportunities

SAN DIEGO COMMUNITY POWER IS AN EQUAL EMPLOYMENT OPPORTUNITY (EEO) AND AMERICAN DISABILITIES ACT (ADA) EMPLOYER.