



815 E Street, Suite 12716
San Diego, CA 92112
SDCommunityPower.org

OPEN POSITION ANNOUNCEMENT

Digital Media Coordinator –Full Time – 40 hours/week

Open until filled. Issued: 4/13/23

About the role

San Diego Community Power (SDCP) seeks a Digital Media Coordinator, SDCP is seeking a creative and proactive Digital Media Coordinator to share the organization's mission and services with online audiences.

The Digital Media Coordinator will be responsible for developing and executing digital marketing and communications strategies that drive engagement and awareness of SDCP's programs and services. You will be a key player in our efforts to build a strong brand identity and establish our program as a leader in the clean energy industry.

A successful candidate will have a track record of executing successful social media campaigns, a robust knowledge of how to update and maintain compelling website content and a passion for sustainability. This position reports to the Senior Marketing & Communications Manager.

Who is San Diego Community Power?

San Diego Community Power (SDCP) is a public agency, a new community choice aggregator (CCA) in the San Diego region that began offering electric service starting 2021. We serve five member cities: 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 2022, SDCP will provide electricity for nearly half the electric load in the San Diego Gas and Electric's service territory. For more information, visit SDCommunityPower.org.

Our culture is built on open communication, accountability, and curiosity. We are a growing team whose key premise is trust, collaboration, and connection with each other and the communities we serve. We are responsive and work smart to achieve high goals.

Commitment to Diversity

At SDCP, we reflect the diversity of our communities, and we are committed to an inclusive employee environment – with a guide to fulfill Justice, Equity, Diversity, and Inclusion. We

represent a diverse customer base. We provide equal employment opportunity 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 Responsibilities

- Develops and executes effective marketing and communication strategies to increase programmatic awareness and a brand recognition for SDCP
- Creates and curates engaging and informative content for SDCP's website, social media channels, email campaigns and other digital platforms
- Manages SDCP's social media accounts, including creating and scheduling posts, responding to comments and messages, and monitoring social media analytics
- Creates and manages digital advertising campaigns, including search engine marketing, social media advertising and display advertising
- Writes and edits content for SDCP's website, blog, email campaigns, and other digital media channels
- Monitors and analyzes website traffic and digital media metrics to make data-driven decisions to optimize digital media campaigns
- Stays up to date with industry trends, emerging technologies, and best practices for digital media marketing
- Collaborates with internal stakeholders to ensure all content aligns with other strategic messaging
- Implements the planning, development, content creation and evaluation of promotional campaigns and collateral
- Develops regular customer communications via newsletter
- Designs graphics for social media and other marketing materials
- Helps build and maintain a consistent brand
- 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

Minimum Knowledge, Skills and Abilities

- Bachelor's degree in marketing, communications, or a related field
- 1+ years of experience in digital media marketing, preferably in the renewable energy or utilities industry
- Demonstrated experience managing social media accounts and creating content for digital media channels
- Familiarity with website content management systems such as WordPress. Expertise with search engine optimization a plus

- Familiarity with digital media platforms, such as Google Analytics, social media management tools and advertising platforms
- Ability to work collaboratively in a team environment
- 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
- Strong writing, editing, and communication skills
- Exceptional organizational skills and eye for detail
- 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
- Ability to do basic graphic design, photography, and video production
- Written and verbal Spanish proficiency

Work Environment & Conditions

Prolonged periods sitting at a desk and working on a computer. Must be able to lift up to 15 pounds at times.

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 our communities. **SDCP requires employees to be fully vaccinated for COVID-19.** Exemptions to the vaccine requirement will be considered for individuals with medical conditions that prevent them from being vaccinated and for individuals with sincerely held religious beliefs that prohibit them from being vaccinated, consistent with governing labor laws.

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 & Benefits

Starting Salary Range (Exempt): \$69,600 - 90,500 annually.

Temp Employees are not eligible to participate in Group Health Benefit programs or paid time off.

Regular Employee Hire Benefits:

Standard benefits package including but not limited to:

Retirement: SDCP offers a 457(b) plan for employee contributions and offers a 10% contribution to a 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*).

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.