



OPEN POSITION ANNOUNCEMENT!

Marketing Manager

Open until filled. Posted 4/9/2024

San Diego County – hybrid work schedule set by SDCP

About the role: San Diego Community Power seeks a creative and proactive Marketing Manager to encourage the adoption of programs that will benefit diverse customer segments in concert with the agency's mission to provide cleaner, cost-competitive electricity for nearly 1 million customers. The Marketing Manager will be responsible for developing and executing marketing and communications strategies that drive engagement and awareness of SDCP's programs and services. They will be a key player in our efforts to continue building a strong brand identity and establish SDCP as a leader in the clean energy industry.

A successful candidate will have a track record of executing innovative and successful marketing campaigns that have spurred meaningful program participation, knowledge of how to update and maintain compelling website content, and passion for sustainability. This position reports to the Senior Marketing & Communications Manager.

WHO IS SAN DIEGO COMMUNITY POWER?

San Diego Community Power is a community-driven, not-for-profit public agency providing cleaner energy to the San Diego region. Formed in 2019, Community Power is the second largest Community Choice Aggregator (CCA) in California, serving nearly 1 million customer accounts across its member agencies: the Cities of San Diego, Chula Vista, Encinitas, Imperial Beach, La Mesa and National City, as well as the unincorporated areas of San Diego County.

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, County of San Diego, and National City. 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 nearly 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 hope 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 participation
- Demonstrates a solid background in marketing principles and execution required to lead the strategic vision of integrated marketing efforts across multiple programs
- Creates and curates engaging and informative content for SDCP's website, social media channels, email campaigns and other digital platforms
- Creates and manages advertising campaigns, including search engine marketing, social media advertising and display advertising
- Conducts market research and analysis to identify customer needs, preferences and behaviors to inform marketing strategies and tactics
- Scopes, monitors and applies customer insights and market intelligence to develop and optimize campaigns
- Stays up to date with industry trends, emerging technologies and best practices for 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
- Helps build and maintain a consistent brand
- Supports SDCP's public relations strategy and collaborate with the organizational communications team for broader efforts
- 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 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.

PREFERRED EXPERIENCE AND ABILITIES

- 7+ years of experience in marketing, preferably in the renewable energy or utilities industry
- Demonstrated experience of developing and executing successful program marketing campaigns, preferably in the energy, sustainability, or environmental sector
- Strong project management skills with the ability to prioritize and manage multiple projects simultaneously, meet deadlines, and work under pressure
- Familiarity with digital media monitoring platforms, such as Google Analytics and Meltwater, social media management tools and advertising platforms
- Ability to work collaboratively in a team environment
- High proficiency with Microsoft Word, Excel and PowerPoint, and ability to use virtual meeting applications
- Ability to manage the creative process and provide effective direction to professionals with diverse backgrounds and experience levels
- Strong writing, editing and communication skills
- Must reside in San Diego County or be willing to relocate upon hire

PREFERRED QUALIFICATIONS, EDUCATION AND EXPERIENCE

Any combination of education and experience that would provide the knowledge and abilities listed. A typical way to obtain the required qualifications would be:

A degree or higher from an accredited college or university with a bachelor's degree in marketing, communications, or a related field.

- Effective at creating and delivering key messaging
- Advanced methods and techniques for creating effective marketing, media and public relations materials
- Experience in photography and video production

- Knowledge of energy markets, community choice aggregation and clean energy policies and regulations
- People or project management experience in a startup environment
- Written and verbal Spanish, Filipino, Vietnamese, Chinese or Arabic proficiency

WORK ENVIROMENT & 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.

SDCP is an agency required to adopt and promulgate a Conflict-of-Interest Code (“COI”). The COI code requires employees in designated positions, including those identified under the interim disclosure process to file a Statement of Economic Interests (Form 700) on an annual basis. A Successful candidate accepting this position may be required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices Commission.

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: **\$117,800 - \$159,000**; 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 pays 100% of health group benefits, including medical, vision, and dental insurance premiums for employees and dependents. 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.

SAN DIEGO COMMUNITY POWER IS AN EQUAL EMPLOYMENT OPPORTUNITY (EEO) AND AMERICAN

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