



Job Opening: Marketing Specialist

For full details on the position and directions on how to apply:

<https://sonomacleanpower.org/job-opportunities>

About Sonoma Clean Power (SCP)

As a community choice aggregator or “CCA,” SCP is a public agency and the default electricity provider for Sonoma and Mendocino counties. We source clean energy from renewable resources—geothermal, water, wind, solar, and biomass—and deliver our power to residents and businesses throughout our service territory. At Sonoma Clean Power, we’re invested in the communities in which we live and work. We deliver services that enhance quality of life through competitive pricing, improved air quality, and energy efficiency. By changing the way residents’ source and use energy, we’re able to deliver customer programs that make a difference in everyone’s life.

Powered by innovative thinking, Sonoma Clean Power was formed to provide a choice beyond for-profit, investor-owned utilities. Today, SCP is a model for community choice programs throughout California. By providing higher percentages of renewable energy that reduce greenhouse gas emissions, our customers are helping solve the climate crisis at a local level.

Summary Description

The Marketing Specialist has a range of responsibilities including, but not limited to social media planning and management/implementation, promotional email planning and execution, acting as the primary internal and external promotional, collateral and website copywriter, implementing various marketing campaigns, managing assigned marketing consultants to complete campaigns and other department efforts as needed, including marketing support for Sonoma Clean Power’s (SCP) Advanced Energy Center. The Marketing Specialist must have a strategic and creative mindset and be able to manage the planning and implementation of a wide array of events and marketing campaigns and efforts. The Marketing Specialist may assist the larger SCP team with the following tasks: attending local public and private events to increase outreach and awareness, public relations support, graphic design, photography, and website content management. Persons in this position have excellent communication skills and a can-do attitude, flexibility and a willingness to take initiative and help others.

Want to be a part of our dynamic team? Visit www.sonomacleanpower.org to learn more about SCP and the differences we are making in our communities!

THE SONOMA CLEAN POWER AUTHORITY IS AN EEO/ADA EMPLOYER



MARKETING SPECIALIST

*Salary Range: \$75,000 to \$93,800 annually
(Bilingual/Spanish fluency preferred)*

SUMMARY DESCRIPTION

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REPORTING AND SUPERVISION

Direct supervision is received from the Director of Public Relations and Marketing. This position may exercise functional and technical supervision over assigned staff. The primary workplace for this position is at the SCP facilities, with some off-site work at various events. SCP provides for a flexible schedule with availability to work at home for some shifts. Any specific remote work scheduling requests shall be submitted to the Director of Public Relations and Marketing for prior approval.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES

These job functions, in general terms, describe the type and level of work performed as well as the responsibilities of employees hired for this position. Management reserves the right to add, modify, change, or rescind the work assignments of any position and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Work with a cross-functional Sonoma Clean Power team and external partners to coordinate, plan and execute SCP marketing campaigns and events at SCP locations and at other locations throughout our service territory.
- Work independently to maintain a robust training and event calendar, with up to twenty events per month.

- Represent SCP at a variety of community/outreach events including daytime, evening, and weekends.
- Act as the primary internal and external copywriter for collateral, web and promotional needs.
- Manage relationships with various Marketing vendors to complete campaigns and other department projects. Includes professional services agreement management and budget development and management.
- Take a lead role in strategy, planning, day-today and budget management for SCP's social media platforms (Facebook, Instagram, LinkedIn, Twitter, etc.), includes drafting recommended language, posting, and producing reports/metrics, responding to inquiries/comments, etc.
- Coordinate email campaigns in support of marketing and promotional needs. Includes promoting Advanced Energy Center and Agency sponsored events.
- Lead social media strategy and implementation, including SCP's transition from its current Facebook presence to the Metaverse. Includes overseeing social media planning, budget management and implementation, tracking and reporting.
- Provide department administration support to the Director as needed.
- Have the ability and understanding to adhere to the Personnel Rules and Policies of SCP.
- Performs other duties and related tasks as required.

REQUIRED QUALIFICATIONS AND EXPERIENCE

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Coursework in Hospitality, Marketing, Communications, Business, or a related field.

Work Experience: A minimum of three to five (3-5) years of increasingly responsible experience performing duties associated with event planning, marketing, budgeting, planning, research, and advertising efforts.

DESIRED KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge and Skills:

- Excellent written skills, including strong marketing/promotional copywriting.
- Office organization and management, records maintenance and filing systems.
- Exceptional command of social media channels (Twitter, Facebook, Instagram, LinkedIn, and developing platforms) with ability to identify and adapt to new

opportunities and technologies to maximize messaging dissemination.

- Graphic design/desktop publishing software such as Photoshop, Illustrator, etc.
- Outreach and promotional techniques including event planning and effective promotional strategies and programs.
- Marketing, communications, and public relations concepts and best practices
- Modern office procedures, methods, audio video and equipment for presentations and recordings. Software including, but not limited to, applications such as Microsoft Office Suite, Teams, Monday.com, Adobe Acrobat, Adobe Illustrator, Photoshop, web CMS.

Ability to:

- Understand the mission and functions of SCP sufficiently to explain to other agencies and the public.
- Work independently, using good judgment and initiative in conducting assignments; set goals and priorities and conduct multiple assignments concurrently; work using a solutions-based style.
- Respond in a tactful and professional manner to inquiries, including telephone and in person, from members of the public, elected officials, directors, and other interested stakeholders; establish, maintain, and foster positive and effective working relationships with SCP staff and those contacted during work.
- Maintain confidentiality and use discretion in the release of information; understand and conduct oral and written instructions.
- Communicate clearly and concisely in English, both orally and in writing (bi-literate English/Spanish preferred).
- Ability to fill in for others on the team on a variety of tasks, sometimes on short notice.

PHYSICAL AND WORKING CONDITIONS

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Varied environments ranging from normal office environment with exposure to computer screens to public-facing retail/marketplace environment. Work may be performed at public events (fairs, business-to-business events, meeting rooms, farmers markets, etc.) and will require some evening and weekend work. The noise level in the work environment is usually typical of an office environment and public events (could include loud music or amplified voices).

Physical: While performing the duties of this class, employees are regularly required to sit, walk, and stand; talk or hear, in person and by telephone; use hands repetitively to

finger, handle, feel or operate audio/video and standard office equipment; reach with hands and arms. Employees are occasionally required to walk and stand for prolonged periods; stoop, bend, kneel, and twist; lift up to forty pounds. Employees must be able to communicate in person, in writing, by telephone, and represent SCP in various settings, with management, coworkers, vendors, consultants, and the public.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and operate assigned equipment. Must be able to discern colors.

Hearing: Hear in the normal audio range with or without correction.

SCP actively works to provide an inclusive work environment, where people of different ethnicities, national origins, native languages, races, skin colors, sexes, genders, sexual orientations, ages, physical abilities, genetics, politics, religion, financial wealth, and education feel welcome, safe, and invited to fully participate at every level. SCP further seeks to contribute to a more inclusive and equitable society through our actions, our communication, our policies, and our investments. SCP expects all its employees to contribute to these goals.

***SONOMA CLEAN POWER IS AN EQUAL EMPLOYMENT OPPORTUNITY (EEO)/
AND AMERICAN DISABILITIES ACT (ADA) EMPLOYER***