



MARKETING COORDINATOR

Salary Range: \$55,000 - \$80,000 (annual)
(Bilingual/Spanish fluency preferred)

This class specification indicates, in general terms, the type and level of work performed as well as the responsibilities of employees hired to work in this classification. The job functions described are not to be interpreted as being all-inclusive to any specific employee.

SUMMARY DESCRIPTION

Under direct supervision of Sonoma Clean Power's (SCP) Director of Public Relations & Marketing, the Marketing Coordinator has a wide range of responsibilities including, but not limited to: assisting with marketing projects, planning and implementing community outreach events, education efforts, fielding media inquiries, promotional copywriting, public relations support, social media coordination and monitoring, graphic design, and website content management.

DISTINGUISHING CHARACTERISTICS

This position provides direct support to the Director of Public Relations & Marketing. The Marketing Coordinator, first, must be an excellent communicator both in writing and orally. They should be a self-starter, outgoing, friendly, dependable, professional, positive, and able to work in a team environment and/or independently with limited supervision. Persons in this position should be flexible about work assignments and willing to work evenings and on weekends on occasion. The position is responsible for assisting in the development and implementation of SCP's public, community, and customer programs and outreach efforts. The coordinator attends public meetings and public or private events on a variety of issues as assigned, interacts with internal and external SCP stakeholders including members of the public, customers, and elected or appointed officials. As a representative of SCP, the position requires the ability to communicate clearly in all forms and the ability to speak publicly to small or large groups with a positive, professional demeanor. The best person for this position will also have a can-do attitude and be willing to fill in for others on the team on a variety of tasks, sometimes on short notice.

ESSENTIAL JOB FUNCTIONS

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.

- Assist with public relations efforts (media inquiries, scheduling interviews, press release writing/proofing, press coverage tracking, posting to website).
- Tracking and reporting metrics for web, social media, and public relations efforts and campaigns.
- Maintains a calendar of SCP's public meetings, events, and various functions for assigned staff both internally and on SCP's website.
- Assists with SCP's community events and outreach efforts (planning and administration of events with the sponsoring/hosting group, setting up/attending and interfacing with the public/breaking down events, posting to website, etc.) Includes maintenance of tracking documents.
- Tracks and records information about SCP sponsorships, events, and meetings, including attendees, types of events, costs, and contact information for vendors; provides periodic reports regarding cost benefit analysis of the overall effectiveness of outreach and marketing efforts.
- Assists in the development, design and preparation of SCP marketing, customer facing and educational materials, including graphic design, layout, and copywriting.
- Social media duties, including drafting recommended language, monitoring social platforms, producing reports, etc.
- Assists with marketing/promotional efforts (includes photo and video shoots, tracking and maintaining SCP promotional items).
- Website/Content Management System (CMS) - includes updating website through CMS as needed/as department backup, includes monthly reporting via Google Analytics.
- Assists with coordinating email campaigns through Campaign Monitor, including Programs outreach, meeting announcements, newsletters, etc.
- Performs other duties and related tasks as required.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Marketing and public relations concepts
- Best practices in marketing professional services
- Office organization and management, records maintenance and filing systems
- Modern Office procedures, methods, and equipment including but not limited to computers and applicable software applications such as Microsoft Office programs, Adobe Acrobat, Adobe Illustrator, Photoshop, web CMS
- Outreach and promotional techniques including event planning and effective promotional strategies and programs
- Social media platforms for business (Facebook, Twitter, LinkedIn, Instagram, etc.)

Ability to:

- Understand the mission and functions of SCP sufficiently to explain to other agencies and the general public
- Write corporate and marketing communication pieces, craft posts, and plan corporate social media efforts
- Ability to travel to and attend/represent SCP at a variety of community/outreach events including daytime, evening, and weekends
- Work independently, using good judgment and initiative in carrying out assignments; set goals and priorities and carry out 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 the course of work
- Maintain confidentiality and use discretion in the release of information; understand and carry out oral and written instructions
- Communicate clearly and concisely in English, both orally and in writing (bi-literate English/Spanish preferred)

REQUIRED QUALIFICATIONS

Education: A Bachelor's degree or equivalent coursework in Marketing, Communications, English, or another applicable field, AND

Experience: A minimum of two to three (2-3) years of increasingly responsible experience performing administrative duties in a marketing, public relations, communications, event planning, or social media.

PREFERRED QUALIFICATIONS (ideal candidate)

- Bachelor's degree in marketing or advertising
- 3 years of experience in a marketing department or ad agency
- Fluent in oral and written Spanish
- Experience developing marketing programs on the web and through social media for both English and Spanish speaking audiences
- Experience writing ad copy and press releases

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: Normal office environment with exposure to computer screens. Work may be performed at public events (fairs, business-to-business events, meeting rooms, farmers

markets, etc.) with moderate noise 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 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 40 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.

To apply, please email a cover letter, resume, and references as a single PDF to:
jobs@sonomacleanpower.org

This position will remain open until filled.

THE SONOMA CLEAN POWER AUTHORITY IS AN EEO/ADA EMPLOYER