



Job Opening: Marketing & Events Assistant

(Bilingual/Spanish fluency preferred)

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

Under the supervision of the Director of Public Relations and Marketing, the Marketing and Events Assistant has a range of responsibilities including, but not limited to social media planning, posting, and reporting, supporting internal and external SCP events, including at the Advanced Energy Center and for the Empower Program. Includes updating department boards on Monday.com and working with SCP social media and other consultants as needed. The Marketing and Events Assistant may assist the larger Marketing team with the following tasks: setting up, attending, and breaking down local public and private events to increase outreach and awareness, public relations support, graphic design, photography, video production support, website content management and Monday.com updates/reporting.

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 & EVENTS ASSISTANT

(Bilingual/Spanish fluency preferred)

*\$24.04 - \$31.25 per Hour (\$50,000 to \$65,000 annual)
Bilingual employees receive an additional \$2.00 per hour pay following
certification of Spanish language abilities*

SUMMARY DESCRIPTION

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REPORTING AND SUPERVISION

Direct supervision is received from SCP's Director of Public Relations and Marketing, with supplemental direction from other SCP directors and management, as needed. This position may provide direction to outside consultants.

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. The job functions described are not to be interpreted as being all-inclusive to any specific employee. 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 help coordinate, set up, attend, and break down internal and external SCP events including those at the Advanced Energy Center, in the local communities SCP serves, and those for the Empower Program.
- Review SCP's social media channels daily, respond to comments, plan posts, and provide reporting on metrics and results. Includes drafting and posting across a variety of social media channels and working with outside consultants as needed.

- Organize and maintain the Marketing Storeroom. May include ordering ad specialties and other marketing items and maintaining inventory.
- Provide department administrative support to the Director and the larger Marketing Department as needed.
- Provide back up graphic design and website content management services as needed.
- Act as the primary department resource for updating and maintaining Marketing boards on Monday.com.
- Communicate clearly and concisely in English, both orally and in writing
- Perform a variety of department reporting needs. Examples include Monday.com, Meltwater, Granicus, Google Analytics and Campaign Monitor.
- Provide support for internal and external video production.
- Work from the Sonoma Clean Power Headquarters or Advanced Energy Center a minimum of three days per week.
- Allow for flexibility in scheduling, to be present and represent SCP at events occurring on evenings and weekends.
- 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

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 one to three (1-3) years of experience performing duties associated with social media, events, marketing, and administrative duties.

DESIRED KNOWLEDGE, SKILLS, AND ABILITIES

- Strong written skills, including social media and website content.
- 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.
- 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.
- Able to stay organized and assist with the implementation of a wide array of events and efforts.
- 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 and can-do attitude.
- 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.
- Be willing to fill in for others on the team on a variety of tasks, sometimes on short notice.

- Be able to work in a team environment and/or independently with limited supervision.
- 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.

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.) 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 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**