Job Opening

Marketing & Communications Associate or Marketing & Communications Coordinator*
Salary Range: $ 61,832-$ 94,597

Out of an abundance of caution with COVID-19, this role will start as a telecommuting position

*MCE may consider a coordinator-level with the same job duties if the candidate can perform some but not all functions listed on this job description, at a salary level on par with other coordinators.

Candidates must submit a resume by 5:00 pm, Friday, September 4, 2020. It is anticipated that phone screens will take place during the week of September 14. Those selected to move forward from a phone screen will be invited to participate in video interviews during the week of 9/21

WHO WE ARE

MCE is a mission-driven, collaborative, not-for-profit, locally-focused community choice aggregation energy program, providing cleaner energy and energy efficiency programs to 34 communities in four Bay Area counties. We are proud to be the first program of its kind in California and have been operational since 2010.

OUR COMMITMENT TO DIVERSITY

Diverse opinions, ideas, and experiences push and challenge us, as individuals and as a team, to work better and smarter. We know that the more diverse our workforce is, the better we support our customers and the diverse interests they represent. We are committed to providing an inclusive, empowering, and supportive work environment. MCE welcomes individuals from all backgrounds and walks of life as colleagues, customers and community partners.

WHAT YOU’LL DO

The Marketing and Communications Associate works under the general supervision of the Communications Manager within the Public Affairs department. The Associate is responsible for a wide range of tasks related to the implementation of marketing and communications for MCE.

The Marketing and Communications Associate supports MCE’s marketing and communications activities, including helping develop and implement MCE’s social media posts, drafting content, and doing desk research to support content development and customer engagement on behalf of the agency. The position at the associate level is an exempt position.
SUPERVISOR RESPONSIBILITIES

The Marketing and Communications Associate is not a supervisory position.

ESSENTIAL DUTIES (ILLUSTRATIVE ONLY)

- Create and propose content for digital platforms including drafting blog posts, press releases, e-news, emails, and social media posts

- Assist with the management of the blog and social calendar, including:
  - Suggesting, drafting, scheduling, and posting content
  - Managing content development process and timing to ensure content is ready and published as planned including graphics, copyediting, and Search Engine Optimization (SEO)
  - Adjusting the calendar as necessary to fit for more timely content
  - Monitor, track, and report, metrics on monthly dashboards

- Monitor MCE’s social media platforms daily, including:
  - Following and engaging with partner posts by liking, sharing, and commenting
  - Responding to comments and messages on MCE’s social media platforms

- Draft agency content including FAQs as well as performing research to support the press, customer, and community engagement

- Provide project management support to help implement marketing and communications activities, manage timelines, and coordinate approval routing to support marketing campaigns, new programs, and other special initiatives

- Provide support for essential marketing and communications processes, including:
  - Social media policies, best practices
  - Content calendar development
  - Email marketing list development
  - Updating Public Affairs internal and external calendars
  - Help track engagement metrics and assist in developing dashboards
  - Help maintain press and media lists

- Coordinate with various community groups and organizations to participate in social media campaigns
• Project manage special projects and tasks as assigned, ensuring reasonable timelines, regular updates, coordination with contributors, and delivery of work according to schedule

MINIMUM QUALIFICATIONS

Experience/Education (Associate Level)

• Education and or experience equivalent to a Bachelor’s Degree from an accredited university, plus three (3) years of progressively responsible work experience in communications, marketing, or public relations or a related field. or

• Associate of Arts or Associate of Science Degree from an accredited college or university and at least six (6) years of work experience in communications, marketing, or public relations or a related field.

Experience/Education (Coordinator Level)

• Education and or experience equivalent to a Bachelor’s Degree from an accredited university, plus one (1) year of progressively responsible work experience in communications, marketing, or public relations or a related field. or

• Education and experience equivalent to an Associate degree and four (4) years of progressively responsible experience as an administrative support professional working in complex work environments

A Plus If You Have

• Experience working with a public agency

• Ability to work effectively in underserved communities and integrate principles of diversity, equity and inclusion (DEI) into everyday duties

Knowledge of

• Social media marketing best practices
• Digital engagement and content strategy
• Search Engine Optimization (SEO)
• Email marketing platforms (such as Constant Contact), and anti-spam compliant email marketing guidelines
• Customer Segmentation approaches, customer persona development
• Basic marketing principles and best practices
• Microsoft Office, Adobe Acrobat Google Suite, Asana, Hootsuite, or other social/content management platforms

Ability to:
• Communicate effectively by phone, in person, and email
• Develop digital content (social media, email) using correct grammar, business writing, and digital media best practices.
• Interact in a collaborative, professional and informative manner to build and maintain effective working relationships with customers, local community groups and organizations, MCE Board, and MCE staff
• Manage projects and time efficiently to meet deadlines
• Take the initiative, and work independently

Language and Reasoning Skills
• Exercise sound judgment, creative problem solving, and commercial awareness
• Be thorough and detail-oriented and focus on the work at hand

WORK ENVIRONMENT AND PHYSICAL CONSIDERATIONS
• The work environment characteristics described here are representative of those an employee encounter while performing the essential functions of this job
• MCE offices support an environment that is accessible to those with reduced mobility. We are happy to provide more details if asked
• MCE will make reasonable accommodation of the known physical or mental limitations of a qualified applicant with a disability upon request
• The noise, light, and temperature level in the MCE office work environment is usually moderate

BENEFITS
• Competitive salary, including paid holidays, vacation, sick, personal, family medical, and parental leave, and paid holidays
• Excellent fully funded health insurance options, including medical, dental, and vision for you and your dependents
• MCE contributes to a 401(a)-retirement plan and you have the option of contributing to a 457(b) deferred compensation plan and flexible spending account
• You have the ability to cover some or all travel costs with our commute alternatives program
• You have access to professional development opportunities for career-specific growth opportunities
• Non-taxable reimbursement set amount towards the cost associated with qualified dependent care
• MCE sets a monthly allowance for up to two years for individuals to use for their personal development, or tuition reimbursement, or student loan payment

To Apply:
• To be considered for this position, candidates should submit a resume no later than 5:00 pm September 4, 2020 through LinkedIn Easy Apply
• Selection procedures may consist of any or all of the following: application ranking, writing sample, and interviews.

Got Questions:
• Direct your questions through LinkedIn InMail or reach out to MCE at hr@mcecleanenergy.org

MCE is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.