Job Opening

Manager of Strategic Marketing & Communications

Salary Range for this position: $114,070 - $181,553

Position based in Concord or San Rafael, however, out of an abundance of caution with COVID-19, this role will start as a telecommuting position.

Candidates must submit a resume by 5:00 pm, Tuesday, September 15, 2020. MCE reserves the right to close the recruitment when a qualified pool of candidates has been identified.

It is anticipated that phone screens will take place during the week of September 21. Those selected to move forward from a phone screen will be invited to participate in video interviews during the week of September 28.

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.

Who you are

You must be a great storyteller, customer-centric, data-driven, results-oriented. You can navigate the complexities of marketing to diverse customers and stakeholders. You have a passion for voice-of-customer informed and targeted marketing and love to bring data and research into your decision-making processes.

What You’ll Do

The Manager of Strategic Marketing and Communications leads the Marketing and Communications team at MCE and drives the development of integrated marketing and communications strategies for the agency. The position is responsible for establishing goals for all agency marketing activities for all key segments including residential, business, municipal, and stakeholders to increase brand awareness and engagement and help drive adoption of our energy services, customer programs, and special initiatives.
Supervisor Responsibilities

The Manager of Strategic Marketing & Communications is a supervisory position and reports to the Director of Public Affairs.

The Manager of Strategic Marketing and Communications will oversee MCE staff responsible for the implementation and monitoring of marketing channels such as public relations, branding, advertising, email, social media, web, and video as well as marketing campaigns and customer research.

Essential Duties (Illustrative Only)

- Lead the development of an integrated marketing and communications strategy while partnering with internal management that aligns with agency and department goals and includes Key Performance Indicators (KPIs) and leverages best practices.
- Shape MCE’s messaging to ensure consistency with the brand, value proposition, and customer needs.
- Oversee and approve all external content and help draft PR/media releases and marketing content as needed.
- Oversee and approve all marketing and communications processes including content calendar, dashboards, brand/design guidelines, content development policies/best practices, and approvals.
- Develop strategic planning to ensure the marketing and communications activities are informed by data and voice of customer/stakeholder research.
- Represent the organization to marketing + communications stakeholders.
- Proactively work within the agency to develop relationships and assess the marketing needs of other departments.
- Develop business cases for external support requirements, oversee third-party vendors, and represent marketing technology needs as part of intra-agency technology development discussions.
- Determine and lead informal and formal customer research requirements to further segment and understand our diverse customer base, building on our customer persona profiles and agency knowledge to ensure that all customer and community voices are appropriately served through our marketing activities.
- Lead marketing and communications for staff and 3rd party partners.
- Develop, manage, and oversee the agency marketing budget.
- Ensure appropriate team infrastructure and staffing and lead interviewing, hiring, and career life cycle decisions within the team.

Minimum Qualifications

Experience/Education

- A Bachelor’s degree in Marketing, Sales, Communications, Business, or related field from an accredited university is required.
- Minimum of ten (10) years of marketing and communications strategy experience:
Minimum of five (5) years developing and leading directly to consumer marketing activities.

Minimum of five (5) years supervisory experience in marketing & communications.

- Experience in developing and implementing an integrated marketing and communications plans.
- Experience developing and executing marketing strategies using KPIs, customer research/data, and or/ voice of customer personas.
- Experience marketing to diverse customers and communities.

Knowledge of

- Search Engine Optimization (SEO), web analytics, digital marketing tools.
- Email and digital marketing campaigns- best practices, and engagement tools and techniques.
- CRMs, email marketing platforms, and social media scheduling tools.
- Microsoft Office Suite and Google applications HTML, WordPress, and project management software (e.g., Basecamp, Asana).
- MCE’s mission and goals.

Ability to

- Effectively lead marketing communications staff to identify appropriate go-to-market, strategies, develop campaigns, and effective end-user messaging.
- Work effectively in underserved communities and integrate principles of diversity, equity, and inclusion (DEI) into everyday duties.
- Navigate the complexities of marketing to diverse customers and stakeholders
- Be a strong written and oral communicator and leader.
- Leverage documented industry best practices and other metrics.
- Work strategically, efficiently, and effectively to meet goals and objectives.
- Establish and maintain professional, positive, and collaborative working relationships with persons encountered during the performance of duties.
- Apply strong analytical and problem-solving skills.
- Exercise sound judgment, creative problem solving, and commercial awareness.
- Add, subtract, multiply, and divide into all units of measure, using whole numbers, common fractions, and decimals.

A Plus If You Have

- Experience working with a public agency.
- Experience in renewable energy, cleantech, or related technical marketing.
- Experience in commercial marketing.

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, bereavement, family medical, 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.
● Reimbursement for some or all travel costs with our commute alternatives program.
● Access to professional development opportunities for career-specific growth opportunities.
● Non-taxable reimbursement set amount towards the cost associated with qualified dependent care.
● Inclusive and equal access to Fertility benefits that support family planning and creation.
● 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, Tuesday, September 15, 2020 through LinkedIn. You may also access the information through the MCE Careers page website at https://www.mcecleanenergy.org/careers/ MCE reserves the right to close the recruitment when a qualified pool of candidates has been identified.
● 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 jobs@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.