



## **Job Opening: MARKETING ASSOCIATE**

(Bilingual Spanish/English 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**

The Marketing Associate has a wide range of responsibilities including, but not limited to: assisting with marketing projects, preparing for and attending internal and external events, limited copywriting, assisting with social media coordination and monitoring, limited graphic design, and assisting with website content management.

This position has a number of administrative tasks, including updating department workflow management tools, keeping departmental meeting minutes, organizing and maintaining the department storeroom, ordering supplies, dropping off and picking up collateral or event supplies, and other items as needed. This position requires strong verbal and written communication skills.

The primary workplace for this position is at the Sonoma Clean Power facilities in Santa Rosa, California, with the option to work remotely for some shifts with prior approval. Bilingual/biliterate in Spanish and English is preferred.

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

**To apply, please email a cover letter, resume, and references as a single PDF to: [jobs@sonomacleanpower.org](mailto:jobs@sonomacleanpower.org).**

***THE SONOMA CLEAN POWER AUTHORITY IS AN EEO/ADA EMPLOYER***



## **MARKETING ASSOCIATE**

\$ 25.48- \$ 33.13 (approximately \$53,000 - \$68,900 annually)

*Bilingual employees receive an additional \$2.00 per hour pay following a demonstration and verification of Spanish language abilities.*

### **SUMMARY DESCRIPTION**

The Marketing Associate has a wide range of responsibilities including, but not limited to: assisting with marketing projects, preparing for and attending internal and external events, limited copywriting, assisting with social media coordination and monitoring, limited graphic design, and assisting with website content management.

This position has a number of administrative tasks, including updating department workflow management tools, keeping departmental meeting minutes, organizing and maintaining the department storeroom, ordering supplies, dropping off and picking up collateral or event supplies, and other items as needed.

### **REPORTING AND SUPERVISION**

Direct supervision is received from the Director of Public Relations & Marketing. Supplemental direction may come from management staff or other SCP directors. The primary workplace for his position is at the SCP facilities. Persons in this position should be flexible about work assignments and willing to work evenings and weekends on occasion. SCP provides for a flexible schedule with availability to work at home for some shifts with prior approval. The FLSA classification of this position is Non-Exempt.

### **ESSENTIAL JOB FUNCTIONS**

*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.*

The Marketing Associate will:

- Create and edit copy for various marketing channels, ensuring consistent voice.
- Work with SCP staff and external partners to help coordinate, set up, attend, and break down 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, schedule posts, and provide reporting on metrics and results.
- Assist with coordinating events including logistics, registrations, supplies, vendor communication, itineraries, and ordering marketing collateral.
- Organize and maintain the Marketing Storeroom. May include ordering supplies and other marketing items and maintaining inventory.
- Provide department administrative support to the Director and the larger Marketing Department as needed, which may include updating department workflow management tools, keeping departmental meeting minutes, organizing and maintaining the department storeroom, ordering supplies, dropping off and picking up collateral or event supplies, processing invoices and expense reports, and other items as needed.
- Provide basic backup graphic design and website content management support as needed.
- Act as the primary department resource for updating and maintaining Marketing workflow software such as boards on Monday.com.
- Perform a variety of department reporting needs from software including, Monday.com, Meltwater, Granicus, Google Analytics (GA4) and Campaign Monitor.
- Allow for flexibility in scheduling to be present at events on evenings and weekends.
- Perform other duties and related tasks as required.

## **DESIRED KNOWLEDGE, SKILLS, AND ABILITIES**

### **Knowledge and Skills:**

- Strong verbal and written communication skills, including for social media and website content.
- Office organization and management, records maintenance and filing systems.
- A working knowledge and understanding of the primary social platforms, (Facebook, Instagram, Twitter, LinkedIn, etc.) for business uses.
- General 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 InDesign, Photoshop, Illustrator, Canva, etc.

- They should be outgoing, dependable, professional, and able to work in a team environment and/or independently with limited supervision.
- 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
- The ability to solve problems with a solutions-oriented style.
- Willingness to step in for others on the team on a variety of tasks, sometimes on short notice.

**Ability to:**

- Understand the Mission and functions of SCP sufficiently to explain to other agencies and the public.
- Represent SCP at a variety of community/outreach events including daytime, evening, and weekends.
- 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.
- Understand and adhere to the Personnel Rules and Policies of SCP.
- 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 (bilateral English/Spanish preferred).

**REQUIRED QUALIFICATIONS**

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

**Experience:** A minimum of two (2) years of experience performing duties associated with social media, events, marketing, and administrative duties.

**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 (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.

**Mental:** While performing the duties of this class, the employee is regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret situations; learn and apply new information or skills; perform highly detailed work; work on multiple concurrent tasks; work with frequent interruptions; work under intensive deadlines; interact with Authority managers, Board, staff, vendors, the public and others encountered in the course of work.

**COVID-19:** SCP strives to maintain a COVID-free workplace. To that end, being fully vaccinated is a condition of employment for all our employees unless a medical or religious exemption has been provided prior to the first day of employment.

*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 of its employees to contribute to these goals.*

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