Marketing Associate

Job Title: Marketing Associate

Start Date: This position is available immediately.

Employment Type: Full-Time

Location: Redwood City, CA / San Carlos, CA

Background: Empower Efficiency is a small and growing consulting company dedicated to making energy efficiency and renewable energy desirable to consumers. California has some of the most progressive energy and climate policies, setting it apart from the rest of the country. In partnership with local leaders and local electric and gas utilities, Empower Efficiency specializes in developing, implementing, and evaluating large-scale energy efficiency, renewable, and clean energy programs that combine consumer-focused community-based social marketing and grassroots outreach.

We work closely with utilities, local governments, and community groups to motivate, enable, and engage a diverse range of customers in community-wide behavior and culture change programs. Our projects are cutting edge and very fast-paced. We follow the mantra “test, learn, adapt” and are constantly looking for innovative solutions and cost-effective opportunities to further energy efficiency and clean energy adoption.

Empower Efficiency was hired to help increase awareness and demand for energy efficiency behaviors, products, and programs. We are looking for a dynamic and enthusiastic person to join our team to help lead marketing and outreach efforts for a community-based energy efficiency pilot campaign. The Marketing Associate should have a minimum of three (3) years and preferably five (5) years of experience working on community-based sustainability efforts. The candidate’s educational background should be in Consumer Behavior, Marketing, Communications, or a related field.

Position Summary: The Marketing Associate will be responsible for working closely with Empower Efficiency’s executive team and the local outreach team in the Redwood City/San Carlos area. The outreach team is composed of three community organizers and many local volunteers. The Marketing Associate is responsible for reporting daily to the Empower executive team, engaging in regular communication with local government staff, and co-creating innovative outreach and marketing strategies to reach program goals.

The Marketing Associate must manage complex projects with many moving pieces and oversee task completion, as well as have strong communication and computer skills, excellent
interpersonal skills, project coordination experience, and the ability to work well with all levels of internal management, staff, and outside clients and vendors. The job also requires an individual who is flexible and creative, working both independently and depending on client and team direction.

Responsibilities:

- **Marketing, media, and social media relations**: create copy and designs for outreach and marketing materials (including presentations, flyers, newsletters, customer communication, web content, etc.); review and edit copy; foster and manage earned media; plan large-scale public events; manage marketing budgets; co-create local media plans; establish relationships with local media outlets; act as the local representative for public appearances.

- **Manage government relations**: coordinate with client government relations and government partner staff, represent Empower Efficiency and the client with local officials; maintain ongoing relationship with local government staff; navigate political sensitivities and report to the Executive team; and present at public meetings on behalf of the program.

- **Staff Collaboration**: work with Empower Efficiency strategy team to implement marketing and outreach strategies in the local community; work closely with community organizers and local volunteers; assist team in developing plans and prioritizing tasks; work with program manager to proactively identify risks and opportunities; creatively manage team resources to achieve program goals.

- **Team spirit**: establish positive team morale; create benchmarks and reward systems; ensure performance goals are met and celebrated; report to Executive staff; contribute to and implement Executive staff’s vision.

- **Other responsibilities as needed, potentially including**: business development tasks, such as developing and writing proposals; creating Empower Efficiency marketing materials and collateral; etc.

Qualifications

Minimum Qualifications:

- Bachelor’s Degree in Marketing or related field, graduate education is a plus
- Three to five (3 to 5) years of experience in marketing, including particular focus or experience with community-based social marketing, psychology, behavioral science, social science, consumer product marketing, etc.
- Experience managing staff is a plus
Desired Qualifications:

- Familiarity with the San Francisco Bay Area; preference for local San Mateo County candidates
- Successful media outreach experience, including skillful press advisories and releases
- Strong oral and written communication skills, including experience in preparing and delivering public presentations; experience communicating directly with press is a plus
- Marketing background including copy writing, managing media relations, social media, media planning and buying
- Expert eye for graphic design
- Experience with crisis PR
- Experience working on California residential energy efficiency programs and policies
- Successful media outreach experience, including skillful press advisories and releases
- Demonstrated ability to plan large-scale events
- Ability to create and manage complex marketing calendars and budgets
- Experience in community organizing
- Ability to condense and explain technical information in concise and pointed summaries that can be understood by diverse constituents
- Ability to work independently and as a member of a team
- Ability to develop and manage interpersonal relationships
- Ability to design work plans, and to prioritize and meet goals under strict deadlines
- Minimum computer skills, including: word processing, databases, spreadsheets, presentation, and graphical design software
- Well-organized and self-motivated
- High attention to detail and the ability to perform multiple tasks under strict deadlines
- Ability to maintain a calm demeanor and work productively despite competing priorities, stress, and tight deadlines
- Must be willing to travel throughout California and to work occasional weekday evenings and weekends

Compensation: $65,000 to $105,000 per year (commensurate with experience)

Application Instructions:

Interested candidates should submit the following documents to information@empowerefficiency.com:

- Resume – No more than two pages
- Cover Letter – Address the following questions in your cover letter:
  - Why do you want this job?
  - What do you bring to our team?
  - What are your top three to five strengths?
One or more marketing-related work samples; would prefer to see one writing and one graphical example
At least two professional references (name, phone, email, position, company, span of dates that worked for the reference)

Subject line of the email should read: Marketing Associate – [First Name Last Name]

Application Deadline: Applications will be reviewed on a rolling basis. Please submit your application no later than February 18, 2015.