



Job Description: Marketing & Communications Manager

Summary

The Marketing & Communications Manager works under general direction of the Director of Communications & External Affairs and has a wide range of responsibilities related to the implementation of marketing and customer enrollment efforts for Monterey Bay Community Power (MBCP).

Job Description

The Marketing & Communications Manager will partner with and oversee the work of the marketing and public affairs consultant in the planning, execution and tracking of MBCP's marketing and communications strategy. In addition to managing the implementation of regionwide public outreach and marketing campaigns, the marketing manager will oversee press relations, social media campaigns and branding/collateral design for the Agency. The Marketing Manager will manage the customer enrollment process and manage the MBCP Communications budget expenditures.

Essential Duties and Responsibilities (Illustrative Only)

- Manages and partners on the implementation of MBCP's marketing and communications plan including but not limited to:
 - Development and maintenance of the Agency's website and social media accounts; press relations; branding and collateral development; community outreach/events, customer notifications and enrollment process, and long-term public affairs efforts.
- Maintains relationships with local print, radio and television media; drafts press releases and ensures earned media coverage in a variety of mediums
- Tracks, coordinates and makes recommendations for MBCP sponsorships and event participation
- Helps to staff MBCP community events and meetings
- Oversees customer notification and enrollment process including call center preparations and direct mail
- Manages and reviews social media campaigns and posts
- Reviews and updates copy and digital MBCP collateral
- Organizes and plans local photoshoots
- Prepares regular e-newsletters and other "push communications"
- Prepares and distributes documents as needed for press and public information packets
- Acts as liaison with third party contractors specific to the Communications & External Affairs Team

Supervisory Responsibilities

This position does not have supervisory responsibility at the outset, but will as additional marketing staff are

added. Additional supervisory requirements may be added as the Agency grows.

Minimum Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Experience/Education

Any combination of education and experience that would provide the knowledge and abilities listed. Typically, equivalent to possession of a Bachelor's degree from an accredited college or university in communications, marketing, public affairs or a related field and three years of experience in the implementation of marketing efforts. Supervisory experience and work in a public agency or utility are desirable.

Knowledge of:

- The organization and operations of a local government joint powers authority agency
- The history of Community Choice Aggregation legislation and implementation in California
- The mission and goals of MBCP, its electric service options and customer programs
- Principles, techniques and methods of public information and education, integrated marketing communication, community and media relations and public education
- Operational characteristics and activities necessary for effective on-the-ground community outreach
- Best practices and techniques of social media marketing
- E-mail marketing platforms such as Constant Contact
- Use all standard word processing and some graphics software such as but not limited to: Microsoft Office Suite including Word, Excel, and PowerPoint, and Adobe Acrobat and Adobe InDesign
- Diverse communities and cultures located in the Monterey Bay region

Ability to:

- Communicate effectively in writing and verbally; Ability to speak and write Spanish a plus
- Interact effectively with the public, MBCP customers, the press, various contractors, MBCP staff and Board
- Effectively promote and communicate about MBCP through dynamic presentations, written documents, press releases, social media and other channels; some public speaking is required.
- Establish and maintain effective working relationships with all persons encountered in the performance of duties
- Manage multiple projects to fruition within time and budget parameters
- Manage multiple priorities and quickly adapt to changing priorities in a fast paced, dynamic environment
- Take responsibility and work independently, as well as coordinate team efforts
- Demonstrate patience, tact, and courtesy at all times

Working Conditions

The physical demands described here are representative of those required for the position. Position requires

sitting, walking, standing, bending, and twisting in the performance of daily activities. The position requires hand manipulation and repetitive hand movement and fine coordination in using a computer keyboard. The position requires near and far vision in reading reports and use of a computer. Acute hearing is required in supporting meetings and providing phone and in-person customer service. The position occasionally requires lifting and/or moving objects up to 15 pounds. MBCP will make reasonable accommodation of the known physical or mental limitations of a qualified application with a disability upon request.

Licenses/Certificates:

Possession and continued maintenance of a valid class C California driver's license or the ability to provide alternate transportation as approved by the CEO and a safe driving record.

Location and Compensation: MBCP is a new organization currently looking for permanent office space in Monterey. Compensation for this position ranges from \$80,000-\$120,000 commensurate with experience. A full benefits package is also offered as part of salaried employment.

Application Process:

The position is open until filled. To be considered for this position, please submit a MBCP application, detailed resume, cover letter, and three professional references to:

Shellie Anderson
Bryce Consulting, Inc.
3436 American River Drive, Ste. 7A
Sacramento, CA 95864
Tel: 916-974-0199 Fax: 916-974-0224
Email: sanderson@bryceconsulting.com

Following the filing date, resumes will be screened in relation to the criteria outlined in this brochure and the class specification. Candidates deemed to have the most relevant qualifications will proceed with the selection process which may include a written examination, oral presentation, oral interview, or a combination.