



## COMMUNICATIONS SPECIALIST

**SALARY RANGE:** Up to \$95,034

### **SUMMARY DESCRIPTION**

The Communications Specialist will work under the direction of the Communications Manager on a wide range of marketing and communications activities that support the ongoing development and execution of the Silicon Valley Clean Energy (SVCE) communications plan. The position is focused on strategic messaging and content development to tell stories that will help all stakeholders understand and embrace the values that SVCE brings to our community.

The Communications Specialist will work closely with multiple department and stakeholders to assess the ongoing marketing and communications needs that will advance the agency's goals, and increase public awareness of the agency and our mission.

### **SUPERVISION RECEIVED AND EXERCISED**

This position reports directly to the Communications Manager. The role will require some management of fellows, interns, consultants and contractors.

### **ESSENTIAL FUNCTIONS**

- Creates content to share stories about SVCE and our customers
- Grows our online audience and subscribers with email newsletters and social media
- Develops messaging targeted to customer personas
- Conducts customer surveys
- Assists with developing resources for customers such as online and printed guides, videos and other materials
- Writes and leads award entries
- Assists with developing marketing materials and communications strategies for programs
- Writes press releases and supports media relations functions
- Updates website as needed

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

*Knowledge of:*

- The mission and goals of SVCE
- Marketing campaign development and execution
- Use of Google Analytics and other measurement tools to evaluate campaign effectiveness and reach
- Microsoft Office Suite including Excel, Word, and PowerPoint.
- E-mail marketing tools such as MailChimp and social media platforms
- Adobe Illustrator, Adobe InDesign, Adobe Photoshop, and Adobe Acrobat as well as web development tools such as WordPress and/or HTML

*Ability to:*

- 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 within SVCE and the greater CCA community
- Utilize strong interpersonal and phone etiquette skills, verbal communications, grammatical and professional business skill sets to promote and explain SVCE programs
- Establish and maintain effective working relationships with persons encountered in the performance of duties
- Superior writing skills, especially related to marketing materials (e.g. newsletters, social media, collateral, press releases)
- Enhance own development by taking responsibility for staying informed and up to date with industry knowledge
- Demonstrate creative problem solving and commercial awareness
- Orally communicate complex topics in easy to understand presentations before the Board, staff, stakeholders and other audiences
- Exercise sound judgment in applying appropriate policies and procedures
- Manage projects and time efficiently
- Be thorough and detail-oriented
- Work accurately and swiftly under pressure
- Demonstrate patience, tact, and courtesy at all times
- Read, write and speak Spanish or Mandarin is desirable

*Willingness to:*

- Work occasional overtime or on weekends and evenings

**REQUIRED QUALIFICATIONS**

**Experience and Training Guidelines:** *Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

**EDUCATION.** A Bachelor's Degree from an accredited university or college in communications, public relations, environmental science/studies, political science, public policy or a related field.

**EXPERIENCE.** Four (4) years of progressively responsible experience in marketing, communications, public relations or community outreach at a public agency, private marketing firm, electric utility, regulatory agency, or legislative office with emphasis on environmental issues and sustainability.

**LICENSE.** Possession of a valid Class C California driver's license and a satisfactory driving record at the time of hire.

**PHYSICAL AND WORKING CONDITIONS**

*The physical and mental demands described here are representative of those that must be*

*met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**ENVIRONMENT.** Work is performed in a typical office setting with exposure to computer screens and at public events (fairs, 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.

**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; reach with hands and arms. Employees are occasionally required to walk, and stand for prolonged periods; stoop, bend, kneel and twist; and may lift up to 20 pounds. Employees must be able to communicate in person, in writing, and by telephone with Board members, management, co-workers, vendors, consultants, and with the public in face-to-face, one-on-one, and group settings.

**VISION.** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and, operate assigned equipment.

**HEARING.** Hear in the normal audio range with or without correction.

**-----SVCE IS AN EQUAL OPPORTUNITY EMPLOYER-----**