



Marketing Associate **Job Description**

Summary

The Marketing Associate works under general supervision from the Marketing Manager and/or the Director of Public Affairs and has a wide range of responsibilities related to the implementation of community outreach efforts for the Public Affairs division of MCE. The Marketing Associate also plans, tracks and executes social media campaigns, and performs other duties as required.

Class Characteristics

In addition to assisting with implementation and creation of community marketing and outreach programs, the Marketing Associate manages all MCE social media work. The Marketing Associate also interfaces with a variety of agencies, stakeholder and customer groups focusing primarily on general communications and public education, marketing support, and social media.

Supervisory Responsibilities

Supervisory responsibilities are not required for this position but may include assistance in hiring and providing lead worker direction of interns.

Essential Duties and Responsibilities (Illustrative Only)

- Assist with planning, organization, and implementation of MCE-hosted events and conferences
- Prepare, staff, track and help coordinate MCE participation in community events and meetings
- Manage MCE's social media page development, maintenance and content including, but not limited to, Facebook, Twitter, and Instagram
- Create, implement and track social media campaigns to promote MCE programs
- Coordinate various community groups and organizations to participate in social media campaigns
- Track website and social media with Google Analytics and provide team reports
- Build relationships and interface with Deep Green commercial customers

- Provide photography and video services for Deep Green Champions
- Manage Deep Green Champion promotional materials and webpage
- Prepare, maintain and deliver Deep Green Champion marketing materials for commercial accounts
- Coordinate team meetings, agendas, and take meeting notes
- Update MCE website as needed
- Draft and disseminate MCE e-newsletters
- Prepare and mail miscellaneous documents as needed such as information packets for interested parties
- Interface and manage various printing needs for MCE
- Administrative tasks as assigned
- As assigned, assists with the implementation of MCE's Strategic Plan

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

Education and experience equal to an Associate degree from an accredited school and at least two years of experience in public relations, marketing, communications or a related field.

Knowledge of

- The organization of local government
- The history of Community Choice Aggregation legislation and implementation in California
- Principles, techniques and methods of public information and education, and community relations
- Operational characteristics and activities necessary for effective on-the-ground community outreach
- Best practices for event planning
- Best practices and techniques of social media marketing
- E-mail marketing platforms such as Constant Contact
- Microsoft Office Word, PowerPoint, and Excel and Adobe Acrobat

Ability to

- Communicate effectively by phone etiquette skills, in person and by e-mail using correct grammatical and professional business skill sets
- Interact effectively with customers, local community groups and organizations, and MCE staff
- Manage projects and time efficiently

- Work in a detailed manner and to multi-task
- Effectively and efficiently resolve issues Manage multiple priorities and quickly adapt to changing priorities in a fast paced, dynamic environment
- Establish and maintain effective working relationships with persons encountered during the performance of duties
- Take responsibility and work independently, as well as coordinate team efforts.
- Work accurately and swiftly under pressure
- Demonstrate patience, tact, and courtesy

Mathematical Skills

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is frequently required to use hands to finger, handle, or feel and reach with hands and arms. The employee is occasionally required to stand.

The employee must occasionally lift and/or move up to 20pounds.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually moderate.

ADA Compliance

MCE will make reasonable accommodation of the known physical or mental limitations of a qualified candidate with a disability upon request.