



## **Marketing Communications Associate**

### **Who We Are**

[Clean Power Alliance](#) (CPA) is Southern California's locally operated not-for-profit default electricity provider for 32 communities within Los Angeles and Ventura counties and the 5<sup>th</sup> largest electricity company in the State of California. We provide clean renewable energy at competitive rates to over three million residents and businesses through approximately one million customer accounts.

### **What You'll Do**

CPA is seeking an experienced, creative, detail-oriented, and enthusiastic professional to join our growing Communications and Marketing Team. In this role, you will manage and assist with the development of marketing and communications content for our website, email outreach, social media, reports, and additional digital communications. This person will lead and support the ongoing development and implementation of marketing and communications with community engagement, education, external messaging, and customer retention at its core. You will assist in elevating CPA's visibility and brand awareness. This is the perfect role for someone who is both analytical and creative, intellectually curious, has excellent writing and data research skills, is a self-starter and is quick-thinking and flexible.

### **Who You'll Work With**

The Marketing Communications Associate reports to the Director of Communications and Marketing. You will work within the marketing and communication team, but also collaborate with multiple teams throughout our organization.

### **Commitment to Diversity**

At CPA, we value diversity and are committed to creating an inclusive environment for all employees. We represent a diverse customer base and intend to hire employees that reflect our communities. Clean Power Alliance provides equal employment opportunities to all applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

### **Culture**

CPA fosters a culture of open communication, responsibility, intellectual curiosity, and exceptional judgment. As a small team that has quickly built the largest Community Choice Aggregation program in the country, high levels of trust, collaboration, and mission alignment are key factors in success. We value fact-based creativity in our work, accountability with our stakeholders, and promote ethical engagement and diversity with our brand.

## **Successful Candidates Must Demonstrate the Following Abilities:**

- Research and analyze marketing data and media tracking data to create reports, key messages, and highlight trends, strengths, and deficiencies
- Create exciting and engaging content to promote CPA programs, events, and initiatives
- Project manage marketing and communications efforts from inception to completion
- Meet deadlines, work within assigned budgets and brand guidelines
- Update and maintain internal databases of contacts, content, and communications assets
- Successfully work with external stakeholders and consultants to promote CPA's brand and engage customers

## **Duties and Responsibilities**

- Lead, coordinate, develop, and implement strategies to support CPA's growth through digital marketing projects
- Assist the program and marketing teams with the implementation of programs, while incorporating stakeholder input, industry best practices, and market trends to ensure program success.
- Help manage marketing implementation from the planning stage through close-out, including managing consultants and contracts, and developing and adhering to approved budgets.
- Schedule and execute targeted ad campaigns across a range of platforms, including targeted email, paid media, SMS, editorial newsletters, and radio.
- Collect and analyze marketing, social media and news media tracking data to share with internal teams and create reports. Use Google analytics, social and media monitoring analytics, Mailchimp, Survey Monkey and similar platforms for data and gathering and distribution.
- Manage internal databases of contacts and content
- Support activities to recruit community partners to participate in programs and coordinate with CPA's marketing and community outreach teams to publicize program opportunities.
- Work with other departments to develop digital marketing, communications content, and outreach materials across multiple channels; and ensure consistency in messaging and quality control.
- Coordinate different types of customer notifications, including customer and stakeholder newsletters, mailers, and other digital engagement.
- Obtain input from program and project managers, ensuring content meets organizational standards and brand expectations, express ideas accurately, and represent the objectives.
- Assist in coordinating, marketing, and producing various events, workshops, and conferences
- Assist in writing reports and creating presentations to CPA's Board of Directors, Board Committees, CPA leadership teams, customers, and community groups.
- Help manage project staff, consultants, community stakeholder groups, and contractors.
- Support the creation of CPA's annual report
- Other duties as assigned.

## **Qualifications**

- Three years of experience in content marketing, marketing communications, external communications, or a related field.
- Bachelor's degree in Marketing, Communications, Journalism, or equivalent experience.
- Bilingual in Spanish a plus.

## **Required Skills**

- Excellent project management and time management skills to meet deadlines in a fast-paced environment
- Excellent communication skills and ability to successfully present content and ideas
- Be culturally competent and comfortable with multicultural content to engage different customer segments (Experience managing multi-language marketing materials a plus)
- Be highly collaborative and work well on diverse teams and with diverse stakeholders and consultants
- Experience with Google analytics, social media, and media monitoring analytics
- Experience with MailChimp, Survey Monkey and Microsoft BI preferred
- Strong understanding and practice of translating complex topics into engaging and informative content
- Proven strong writing skills and research ability to gather data and information
- Be able to interpret and explain policies, procedures, and regulations

## **Work Location**

Residing in Southern California required for this position. This position is eligible for either Hybrid or Remote options. The Hybrid option requires 2-3 assigned days in the Downtown Los Angeles office and includes an enhanced transportation allowance. The Remote option requires you to reside in Southern California to be available to attend field events to create content for the Marketing and Communications team. It also requires in-person attendance at organization or team-wide events 3 times per year for 3-5 days per event.

## **Salary and Benefits**

The salary range for this position is \$80,072-\$107,208, with exact compensation to be determined by Clean Power Alliance, dependent on experience. Benefits include health care, a 401(k)-like match program, paid vacation, and sick leave. This is not a civil service position; however, all CPA employees are required to submit a Statement of Economic Interests form, also known as the Form 700.

## **How to Apply**

Candidates should apply on [CPA's LinkedIn Jobs Page](#). The start date for the position is as soon as possible and will remain open until filled.