

## **Job Announcement**

### **MARKETING AND COMMUNICATIONS PROJECT COORDINATOR** **SUSTAINABILITY EDUCATION AND GREEN WORKFORCE NONPROFIT**

Strategic Energy Innovations (SEI) is seeking a Project Coordinator focused chiefly on marketing and communications for SEI and in support of our K-Post College Education and Green Workforce programs marketing, communications, and events. This position requires technical expertise, knowledge, and supervisory experience related to traditional and digital communications and marketing, along with a strong foundation in sustainability related concepts, new energy technologies and climate leading practices. This team member will be responsible for analysing data, driving organizational projects, planning and presenting events and developing new collateral, across teams working on a variety of environmental education and sustainability capacity-building programs.

This is a full-time position based out of our main office in San Rafael, CA. Typical working hours are Monday-Friday, include travel and field support, and require flexibility for occasional evening and weekend work. Target start date is January 2019. Applications will be considered on a rolling basis.

#### **ABOUT SEI**

SEI is a non-profit organization based in San Rafael, Marin County. SEI is committed to actions that sustain our planet. We achieve this goal by partnering with community groups that are integral to local climate and energy solutions, such as housing providers, schools, colleges and universities, and municipal governments through funding from diverse federal, state, municipal, and foundation sources. Our staff works closely in a team-oriented environment supporting each other on projects and creatively developing new models and approaches. We're looking for a resourceful individual to join our team who enjoys leading and supporting multiple concurrent projects and has the ambition to grow with our organization. More details on our programs and services can be found at:

- <http://www.seiinc.org>
- <http://www.energizeschools.org>
- <http://www.energizecolleges.org>
- <http://www.climate-corps.org>
- On Facebook at: <http://www.facebook.com/StrategicEnergyInnovations>.

#### **PROJECT COORDINATOR RESPONSIBILITIES**

The Project Coordinator reports to and supports the activities of SEI's Executive Director and other program directors and managers, in addition to leading communications and marketing items. We are looking for candidates who can work comfortably and professionally with a diverse set of colleagues, partners, clients and program participants, that include: high school teachers and students, college faculty and students, young professionals, federal, state and local government department staff, policy makers, community stakeholders, financial and technical service providers, funders, and donors. The Project Coordinator will be involved in all phases of communications-related projects, from design and fundraising, to planning, implementation, evaluation and reporting. This team member will manage staff and external partners contributing to their projects, providing appropriate direction, support, mentoring and supervision.

## **RESPONSIBILITIES WILL INCLUDE:**

- Lead and/or assist on projects focused primarily on marketing and communications efforts for SEI and our many programs. For more information on our primary programs, visit the websites provided above.
- A people person who is able to proactively establish and expand strategic contacts and our agency's reputation as an innovator, expert and thought partner by representing the organization externally at select conferences, workshops, meetings and events, forming and cultivating agency relationships.
- Lead development, maintenance, and updates to all of our websites.
- Lead ongoing development and maintenance of SEI Strategic Plan.
- Lead ongoing development, maintenance and publishing of SEI Annual Report.
- May interface with Educators, Students, Teachers, Administrators in the K-12 and university sector, to help further creation of innovative approaches to working with schools, universities, and community through a variety of project management and marketing/communications responsibilities.
- Interface and represent SEI with Partners, Non-Profit and For Profit, the boards of both SEI and our School of Environmental Leadership, as well a myriad of possible entities.
- Design, lead, facilitate and support instructor, student, staff, community and professional program-related awareness-building and fundraising events relating to sustainability, energy efficiency, conservation, renewable energy, and climate protection, as well as perform detailed associated logistical support and record keeping.
- Research and document best practices in climate, energy, and sustainability education and workforce development and/or related to marketing and communications.
- Direct and manage internal staff, fellows and volunteers on projects as appropriate.
- Work with and support fundraising team on various aspects of proposals.
- Flexible to support the breadth of SEI programs and program areas as time and funding priorities dictate.

## **QUALIFICATIONS**

### ***Content Skills***

- Master's degree in a Marketing and Communications, or a directly related quantitative, educational or environmental discipline with marketing experience. A Bachelor's degree may be considered in cases where applicant can demonstrate relevant job or equivalent Master's level internship experience with an increasing degree of scope and role.
- Demonstrated background and success leading, implementing, and performing marketing/communications strategies within the non-profit sustainability sector, including campaigns, events, digital marketing, social media, and public relations.
- Demonstrated background and success designing / leading group events, with desired expertise on sustainability and technical topics (e.g.: energy efficiency, solar energy, energy auditing, climate change, whole building performance, green education, green workforce development, etc.)
- Broad understanding of sustainability, climate change, energy conservation, energy efficiency, and renewable energy concepts and best practices.
- Must be an excellent writer!
- Experience with staff or volunteer supervision and mentorship.
- Valid driver's license and regular access to a reliable insured vehicle.

### ***General Skills***

- Evidence of strong verbal and written communication, analytical and organizational skills.
- Experience and ease working with superiors, peers, junior staff, partners, clients, and constituents, independently, and collaboratively in teams.
- Prior people management, mentoring and supervision skills, including ability to convey direction in a positive, constructive and succinct manner. Aptitude for interpersonal rapport building and working collaboratively with others.
- Track record of successful project management and taking on a growing body of work with timely fulfillment of associated tasks & deliverables.
- Demonstrated experience as an event organizer.
- Exceptional time management and organizational skills and ability to self-manage and follow through to ably meet multiple, concurrent deadlines.
- Strong experience with and interest in various information technologies along with competency across the Microsoft suite of office automation software (e.g.: MS Word, Excel, Power Point, etc.). Aptitude to quickly learn industry or project specific software.
- Strong experience with Adobe Creative Suite (InDesign, Illustrator, Photoshop); adept at video editing, graphics, website creation, social media strategies and upkeep, etc. Additional preferred software: Hootsuite, Weebly, Joomla, MailChimp, and other software.

### **COMPENSATION**

SEI offers a competitive starting salary for this position of \$55K to \$60K plus company paid medical benefits, in-house dental/vision benefit, 13 paid holidays per year, 6 paid sick days.

### **PHYSICAL REQUIREMENTS**

This position requires applicants to perform the following tasks: Read/comprehend, write, perform calculations, communicate orally, reason and analyze, use fine finger movements, use a computer and mouse, sit, stand, walk, drive a motorized vehicle, carry and/or lift up to 40 pounds, reach above shoulder level, bend, squat, crouch, kneel, push/pull, grasp.

### **APPLY TO**

Qualified applicants should email a resume and cover letter (include a link to your Linked In page and other social media) describing how their interest, qualifications, and experience are a perfect match for this position, to Strategic Energy Innovations at [jobs555@seiinc.org](mailto:jobs555@seiinc.org) Please include “Project Coordinator” in the subject line of your email.

No phone calls please. Strategic Energy Innovations is an equal opportunity employer.