



**Job Announcement**  
**Associate Communications & Marketing Manager**  
Strategic Energy Innovations  
San Rafael, CA

**OVERVIEW**

[SEI](#) is seeking an Associate Communications & Marketing Manager to support SEI and our K - 16 and post-college Education and Green Workforce programs. This is a full-time position based out of our main office in San Rafael, CA. Typical working hours are Monday-Friday, include occasional travel and field support, and require flexibility for occasional evening and weekend work.

**IMPACT**

In this position, you will play an integral role across our organization, working closely with its leadership and program teams, shining a light on our critical work building leaders to drive sustainability solutions. You will lead a small team with allocation to support communications initiatives, and together, work to advance our communications, branding and messaging to the next level. By applying your creativity, compassion, and climate knowledge to communications at SEI, our leading-edge education and workforce models will be more accessible, fundable, further-reaching, and impactful.

**COMPENSATION & BENEFITS**

Receive a competitive starting salary for this position of \$68,000 plus company-paid medical, sick time, vacation time, 13 paid holidays per year, in-house dental/vision/chiropractic plan, Comp time, participation in a 403(b) Retirement Savings Plan (with matching after one year of employment), and a telecommute benefit of 2 days each week.

**DIVERSITY, EQUITY, & INCLUSION**

We seek candidates that share [SEI's commitment](#) to equity and environmental justice, and a commitment to work and learn within an anti-oppression framework. Persons of color, persons with disabilities, and members of the LGBTQ community are strongly encouraged to apply. SEI is proud to be an equal opportunity employer and is committed to promoting diversity, inclusion, and equity. We believe that a wide array of perspectives contributes to creative climate solutions where all communities thrive. We strive to reflect diverse communities, especially those most impacted by climate change and other kinds of environmental, social, and economic injustices.

**POSITION RESPONSIBILITIES & QUALIFICATIONS**

- Bachelor's degree plus 3 or more years of experience in a communications & marketing role.
- Demonstrated mastery in project management & work organization
- Track record of expanding your role, responsibilities and associated outcomes.
- Access to reliable transportation for work related commitments.

- Foundational knowledge of: K-16 education, workforce & career preparation, climate, environmental and clean energy concepts and constructs. .
- Basic understanding of the organizational mechanisms of city governments, nonprofits & businesses, school districts, high schools, & colleges.
- Ability to lead and assist on projects focused on marketing & communications for SEI & our [programs](#), implementing best practices in climate-related marketing & communications, & leading communications sessions for various group sizes of employees & board members.
- Brand management experience to ensure brand guidelines are adhered to across all channels.
- Zeal and capacity to center equity & diversity in communications & marketing materials.
- Design graphics & collateral for SEI & manage SEI's photo library.
- Strong writing ability, including interviewing, editing, & publishing for diverse audiences across websites, newsletters, partnership development, [SEI's blog](#), reporting, & proposals.
- Capacity to develop, maintain, & update all of our websites. Lead SEI's strategic storytelling initiative. Manage content & design of quarterly SEI newsletters, program newsletters and SEI's Strategic Plan & Annual [Impact Report](#)
- Strategic social media planning & execution, using data and SEO to improve marketing strategy
- Actively collaborate with SEI's development team on fundraising strategies, including individual giving stewardship materials, fundraising events, and advocacy campaigns.

## PHYSICAL REQUIREMENTS

SEI requires all employees be vaccinated for COVID with exceptions for health & religious reasons. 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.

## HOW TO APPLY

**Email a resume and cover letter** describing how your interest, qualifications, and experience are a perfect match for this position, to SEI at [jobs432@seiinc.org](mailto:jobs432@seiinc.org). **Include "Associate Comms + Marketing Manager" and the platform you are applying from in the subject line of your email.** Target start date is as soon as possible. Applications will be considered on a rolling basis. No phone calls please.

## ABOUT SEI

SEI is a teams-based, non-profit organization based in San Rafael in the Bay Area, CA, with offices in San Diego, Los Angeles, Sacramento, Seattle, Sitka (Alaska), and the greater NY area, dedicated to building leaders to drive sustainability solutions. For over 24 years, SEI has partnered with schools, communities, and businesses to develop a sustainability leadership pathway from elementary school to early career. Our flagship programs educate and empower students, workers and emerging professionals to create thriving, resilient communities.