



COMMUNICATIONS SPECIALIST

SALARY RANGE: \$86,467 - \$131,360

SUMMARY DESCRIPTION

The Communications Specialist will work under the direction of the SVCE Principal Communications Specialist and Deputy Director of Marketing & Communications on a wide range of activities that support the implementation of the Silicon Valley Clean Energy (SVCE) communications plan. The Energy Services and Community Relations department aims to inspire, educate, and aid action within the communities we serve. This position is focused on content development and storytelling to help achieve these goals.

The Communications Specialist will work closely with multiple departments and stakeholders to accurately capture and convey the impact SVCE is having within its member communities through strategic written communications. This role requires the creation of engaging and creative communications of varied styles (email newsletters, press releases, webpage content, social media campaigns) to increase awareness of our mission.

To excel in this role, the Communications Specialist will work well with others in the department and agency at all levels. The ability to focus on ad-hoc requests as well as zoom out to link initiatives back to the overarching communications plan will help the Communications Specialist succeed.

SUPERVISION RECEIVED AND EXERCISED

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

ESSENTIAL FUNCTIONS

- Writes, schedules and pitches press releases.
- Creates content to share stories about the SVCE mission and customer stories.
- Engages our online audience with email newsletters, blogs and social media.
- Assists with developing online and printed guides, videos, and other materials, targeted to customer personas.
- Creates engaging graphics to accompany written content.
- Writes and leads award entries.
- Updates and develops website content as needed.
- Supports the planning and implementation of internal and external events.
- Attends local events to distribute information about SVCE and interact with members of the public.
- Assists with program marketing as needed.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Communications campaign development and execution
- Public relations principles, ethics and best practices
- Writing press releases, media research, alerts, pitching and press events

- Microsoft Office Suite including Excel, Word, Adobe Acrobat, and PowerPoint.
- E-mail marketing platforms such as MailChimp or Granicus.
- Canva, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, and Adobe Acrobat.
- Web development tools such as WordPress and/or HTML.
- Use of Google Analytics and other measurement tools to evaluate campaign effectiveness and reach.

Ability to:

- Write effectively and efficiently (e.g., newsletters, social media, collateral, press releases).
- Manage multiple priorities and quickly adapt in a fast-paced dynamic environment.
- Take responsibility and work independently, as well as coordinate team efforts within SVCE and the greater CCA community.
- Orally communicate complex topics in easy-to-understand presentations before the Board, staff, stakeholders, and other audiences.
- Be thorough and detail oriented.
- Demonstrate patience, tact, and courtesy always.
- Read, write, and speak Spanish or Mandarin is desirable.

Willingness to:

- Work occasional overtime or on weekends and evenings in the SVCE service territory.

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: Two (2) 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 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 with coworkers, 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-----

