



Marketing and Communications Manager

Job Description:

SEI's mission is to train the global solar energy workforce and since 1991, SEI has trained over 70,000 people from around the world. SEI's Marketing and Communications Department is responsible for sharing our story and global impact as we strive for a world powered by renewable energy.

The Marketing and Communications Manager will generate content for SEI's various outreach mediums. The Manager will work throughout the training season and in the offseason to create relevant content from students, staff and alumni to share across various SEI marketing mediums. Additionally, the Manager will work as a member of the marketing team to be the primary marketing contact for SEI's Middle East Program. Additionally, the Marketing Manager will work with SEI Programa Hispano to help ensure an aligned marketing strategy for all programs and services.

This is a full-time (40 hours/week) position. This position must be based in Colorado with frequent travel to SEI's HQ in Paonia, Colorado (approximately 15-20 trips/year).

Supervisor: Director of Marketing and Communications

Specific Duties Include:

- Work closely with SEI Director of Marketing and Communications to generate an ongoing editorial content calendar to create social media posts for SEI's various mediums (Facebook, Twitter, LinkedIn) - eNewsletters - Press Releases and posting content to external websites leading back to SEI's website and training schedule
- Write 500-1000 word blog features regularly
- This role will be the lead organizational photographer. Take photos/oversee photos on campus during in-person training season, manage photos in Google drive. This position will be in charge of capturing the Digital storytelling through photos and will be expected to take many photos during training events and all other SEI events. A strong focus on sharing these photos on social media and growing new channels like Instagram.
- Participate in conferences
- Act as Paonia/Colorado media liaison for SEI with direction for the SEI Director of Marketing and Communications
- Manage and assist in capturing and editing video projects for Marketing Department including but not limited to: making calendar and budget for proposed videos, scheduling interviews and film dates, coordinating locations, assisting in editing/review, general coordination with videographers



SOLAR ENERGY INTERNATIONAL

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- Manage print materials for Marketing Department
 - Coordinate design of new flyers, brochures etc.
 - Keep flyers up to date and organized in appropriate folders
 - Order marketing materials for office and events as needed
- Assist in administrative tasks
 - Manage monthly cc reports
 - Assist in grant reporting as needed
 - Assist in budget process as needed
- Updates to website
 - Add Blog posts
 - Add instructors to classes in the training schedule
 - Update staff and board as needed
 - Other website updates as needed
- Write and distribute press releases as needed. Post to website and appropriate platforms like REWorld.com and other related renewable energy news outlets
- Media partnership lead - as we establish new media partners this position will take the lead on the logistics of these partnerships.
- Podcast interview support - schedule interviews and assist in the editing and production. Director of Marketing will still lead the podcast interviews.

Qualifications:

- Minimum of two years' experience marketing and communications
- Effective written and verbal communication skills
- The ability to effectively collaborate with cross-functional teams and enable all participants to feel equally invested in strategies and executions for success
- A strong aptitude for strategic thinking and tactical execution

Preferred (Not Required):

Some individuals are better qualified than others. While these skills are not necessary, having them is certainly a plus.

- Experience with digital marketing including email marketing, social media, multimedia, SEO, and paid search
- B.S. or B.A. degree in business, communications, or related field

Pay Rate

- Starting pay is \$17 / hour

How to Apply

- To apply, please send resume and cover letter to: lisa@solarenergy.org
- Deadline to submit application is: 9/15/19