

# Marketing & Development Manager

Posted: December 12, 2023

## Background

The Marketing and Development Manager will be responsible for leading strategic external communications and marketing plans with the goal of growing awareness and reach of the organization's programs. The ideal candidate maintains a big-picture view of our mission, vision, and Solana Center's direction in order to effectively drive the narrative through all messaging channels. This role will report to the Executive Director with two direct reports – the Marketing & Outreach Lead and the Associate Development Manager.

This role is part of a small, dynamic, and growing organization. The role will evolve based on the experience, skills, and interests.

## About Solana Center for Environmental Innovation

Solana Center for Environmental Innovation is a San Diego-area 501(c)(3) nonprofit organization that empowers innovative solutions to climate change through education, community engagement, and research. Our vision is a world with landfills and oceans free of discarded resources.

## Duties & Responsibilities

### Primary

- **Marketing strategy and messaging curation:** Lead communications efforts to demonstrate the impact of Solana Center's work, mission, and vision.
  - Design and execute efficient integrated multi-channel communication plans that includes input from internal collaboration with staff to support program success through promotion and storytelling.
  - Manage brand identity and design of collateral materials as needed including event invitations, announcements, signs, flyers, graphics, videos, etc.
  - Evolve the organization's external communications strategy across all platforms including social media, newsletters, and website to reflect relative and timely content aligned with brand guidelines.
  - Curate content to establish thought leadership and strengthen brand perception.

- Oversee website content, managing all change requests for website content and ongoing optimizations. Strengthen website and marketing SEO efforts to increase searchability and improve user experience.
  - Supervise communications staff, directing and reviewing output.
- **Public Relations:** Lead PR strategy for all Solana Center programs to build awareness of the new Climate Solutions Resource Center and grow interest in community programs.
  - Generate media coverage for the organization and programs while building relationships by writing regular press releases, pitching media, and networking.
  - Coordinate media interviews with designated staff or participate in interviews and press opportunities as needed.
  - Foster relationships with communities throughout the San Diego region to better serve and reach new customers or community partners.
- **Fundraising & Development:** Oversee campaign messaging and collaborate on fundraising strategy in support of annual fundraising goals.
  - Support maintenance of CRM contacts and segmented email audiences to better target audiences depending on their level of engagement and relationship to the organization.
  - Supervise Development function to ensure strategic alignment and messaging consistency.
- **Project Management:** Support team operations and project management with regular tool audits, creation or updating of process guides, leading staff trainings, etc. to ensure effective and efficient cross-collaboration.

## Support

- Support existing contract needs and identify new opportunities.
- Copywriting, editing, and proofreading of documents and materials as needed.
- Assist with reports for contracts, grants, and other marketing and development purposes.
- Other duties as assigned.



137 N. El Camino Real, Encinitas, CA 92024  
(760) 436-7986 ex. 700

# Qualifications

## Required Qualifications

- Self-directed, detail-oriented, and able to manage multiple projects simultaneously
- Excellent organizational, problem solving, and interpersonal communication skills
- Exceptional communicator with writing, editing and proofreading skills
- Demonstrated Communications, PR, or Marketing experience communicating in a brand's voice, and ability to communicate complex ideas in simple, compelling language
- Demonstrated professional experience managing social media channels for an organization
- Experienced collaborator able to work with diverse groups including community partners, volunteers, and donors
- Strong computer skills: Microsoft Office Suite, Google products, project management apps (Asana), and CRMs
- Knowledge of design programs (Canva, Adobe Creative Suite, etc.)
- Efficient use of time and ability to create new opportunities in limited budgets

## Preferred Qualifications

- Experience working with nonprofits and a passion for climate change outreach and environmental education
- Staff supervision experience
- Keen design and graphic artist's eye
- Basic photography as well as photo and video editing knowledge

## Physical Qualifications

Solana Center is committed to creating an inclusive environment, including providing reasonable accommodations to allow all employees to thrive in their role. The essential functions of this role involve extensive use of computers and cellphones.



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## Details

### Schedule & Location

This position is full time (30+ hours per week). Hours are flexible and remote work is a part of our culture. The Manager will need to be available to work from our Encinitas, CA headquarters as needed.

### Compensation

This is a non-exempt position, paid hourly starting at \$28.25/hour, according to the laws of the State of California. It includes health insurance, paid vacation, and sick time. Solana Center for Environmental Innovation is an Equal Opportunity employer.

Benefits include:

- 2 weeks PTO if working 40 hours/week
- 40 hours paid sick leave each year
- 6 days paid holidays
- Medical, dental, and vision coverage

*If you're excited about this position but feel you don't meet 100% of the required or preferred qualifications, we encourage you to apply — we are looking for exceptional candidates who are passionate about our mission, dedicated to outstanding work and committed to furthering the impact of the organization.*

**Please send a cover letter/email, resume, and portfolio of creative work (e.g., design, writing samples, previous campaigns) to [hr@solanacenter.org](mailto:hr@solanacenter.org) with the subject line "Marketing & Development Manager." Additionally, include any samples that demonstrate your strengths in the skills listed above.**

**Deadline to apply is 5 PM Pacific time on January 19, 2024.**



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