

Marketing Specialist

November 2024

Background

The Marketing Specialist is responsible for supporting the organization's marketing, outreach, and communication activities. The ideal candidate has an eye for design and great communication skills. This role reports to the Marketing and Development Manager.

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

About Solana Center for Environmental Innovation

Our Organization: Solana Center for Environmental Innovation is an award-winning environmental 501(c)(3) non-profit founded in 1983. Located in Encinitas, we serve all of San Diego County. Our classes, workshops, and events focus on soil, water, and waste, promoting upstream and preventative behaviors that are widely accessible. We make green living practical for individuals, businesses, schools, and local governments. Our organization believes in circular systems that support our vision: A world with landfills and oceans free of discarded resources. Small actions every day, make a big impact. We are in the business of meeting each person wherever they are on their environmental journey.

Duties & Responsibilities

- Support marketing and communications efforts by creating collateral and communications that satisfy the needs and requests of all stakeholders
- Provide reporting on promotional activities
- Maintain and update the website
- Manage media capture and editing
- Create print collateral for contracted work, fundraising initiatives, and Solana Center events
- Manage all aspects of social media content, including creation, updating, ad buying, and scheduling
- Maintain timely communication with contractual partners for approval, review, and promotion of events
- Create marketing-related reporting as needed
- Create and schedule weekly newsletters
- Promote career opportunities for hiring
- Provide operational support related to reporting, software, and systems
- Develop Standard Operating Procedures (SOPs) and document processes
- Write press releases, and PR content, and maintain media contact lists



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

Qualifications

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

Required Qualifications

- Self-directed, detail-oriented, and able to manage multiple deliverable deadlines, ability to use time efficiently
- Excellent organizational, problem-solving, and interpersonal communication skills
- Exceptional communicator with strong speaking, writing, editing, and proofreading skills
- Demonstrated graphic design experience
- Demonstrated email marketing experience
- Ability to design and communicate in a brand's voice
- Experience with social media management on all relevant platforms
- Demonstrated video and photo editing experience
- Ad buying experience
- Nonprofit marketing experience
- Proven web design skills and familiarity with WordPress
- Strong computer skills: Microsoft Office Suite, Google products, project management apps (Asana), Zoom
- Knowledge of design programs (Canva, Adobe Creative Suite, etc.)
- Ability to use CRM database systems
- Experience with a variety of writing styles including, social media, technical, and storytelling
- Knowledge of ADA requirements for accessible design
- Familiarity with SEO best practices and implementation
- Comfort with receiving and incorporating feedback
- Ability to work both independently and in a collaborative environment with comfort working in person, remote, and hybrid
- Ability to problem solve and willingness to learn new skills
- Must possess a current driver's license and have reliable transportation

Preferred Qualifications

- Passion for the environment and climate solutions
- Experience using Neon One and Salesforce
- Ability to craft storytelling content
- E-commerce/Sales experience
- Experience working with nonprofits

Details



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Compensation and Benefits

This position is flexible (hybrid), and full-time (35-40 hours/week). This is a non-exempt position and is paid hourly starting at \$27.00/hour, according to the laws of the State of California. The right candidate must be available to work from our Encinitas, CA headquarters as needed. Occasional event support may be required during evenings and weekends. Mileage will be reimbursed at the current federal rate for work-related travel. This position includes health insurance, paid vacation, paid holidays, and sick time after a 90-day intro period.

Paid holidays include:

- New Year's Day
- Cesar Chavez Day
- Memorial Day
- Juneteenth
- Independence Day
- Labor Day
- Thanksgiving
- Christmas Day

Our Culture

Solana Center for Environmental Innovation is an Equal Opportunity employer. We are a 20-person organization – woman-led with staff that self-identify as disabled, BIPOC, LGBTQ, and bilingual. These various perspectives inform everything we do. Our diversity is responsible for much of our innovation-driven programming. We are committed to continual growth in our understanding and application of diversity, equity, and inclusion in our workplace and community programming.

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., writing samples, previous campaigns, design examples) to robin.fator@solanacenter.org with the subject line "Marketing Specialist Application." Additionally, include any samples that demonstrate your strengths in the skills listed above.



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