

# United States Jobs Expertini®

## Sr. Marketing Associate, Southern CA Region

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Company: Vamos Search Consulting

Location: United States

Category: other-general

Reports To: Sr Marketing Manager, CA Classification: Exempt; Full-time Location: Remote, preference is for candidate to be located in southern California

**ABOUT THE COALITION**

The Building Decarbonization Coalition (BDC) aligns critical stakeholders on a path to transform the nation's buildings through clean energy, using policy, research, market development, and public engagement. The BDC and its members are charting the course to eliminate fossil fuels in buildings to improve people's health, cut climate and air pollution, prioritize high-road jobs, and ensure that our communities are more resilient to the impacts of climate change. The need to electrify the United States (U.S.) building stock and phase out fossil fuels has gone from a niche technical concern to the most debated climate issue in the U.S. The BDC is proud to have been a leader in this conversation by organizing, speaking for, and empowering a broad group of stakeholders who are united behind the common goal of eliminating fossil fuels from buildings. We work to educate and inspire the people who live in buildings. We do this with our Switch Is On brand, which also provides tools to make switching to an all-electric lifestyle a bit more streamlined. BDC's "Switch is On" campaign promotes all-electric lifestyles and helps educate and inspire consumers to switch out their gas appliances for efficient, electric alternatives. The campaign uses a variety of marketing approaches to reach consumers, including but not limited to paid media, earned media, grassroots/community marketing, social media, and translated marketing and educational materials.

**POSITION DESCRIPTION & KEY PRIORITIES**

This position reports to the Sr Marketing Manager, CA, and works collaboratively with a small and rapidly growing communications team, focused on consumer inspiration. The Sr Marketing Associate

plays a critical role in the evolution of the coalition, and Switch Is On program, from its start-up stage to a more mature organization that can deliver powerfully on its long-term vision. The organization's Sr Marketing Associate is responsible for collaboratively implementing marketing plans for consumer inspiration initiatives. This person works to incorporate campaign metrics, market landscape, and end-user feedback to optimize the implementation of the marketing plans. They work with various teams to ensure the effective promotion of BDC and its products and services.

**ESSENTIAL FUNCTIONS**  
**MARKETING:** Implement marketing plans. Collaborate with Marketing, Content, and Product/Web teams on the tactics, in-field research, and processes to implement the marketing plans. Have the marketing skills to write and design social media content, blogs, emails, how-to articles, videos, web, and landing pages, press releases, and digital ads using brand/voice/style guidelines and the personas of focus.  
**PROJECT MANAGEMENT:** Manage client requests, execution of marketing plans, creating workback schedules with Marketing, Content, and Product/Web teams. Manage multiple projects at the same time and effectively manage an Asana project calendar and assignment of tasks to ensure that deliverables are completed on time.  
**COMMUNICATION:** Be an excellent communicator both written and verbal. Public presentations, webinars, and events/workshops will be a part of this role.  
**VERTICAL EXPERTISE:** Stay up to date on building electrification, appliances, products, and programs news, policy, and industry trends.  
**METRICS:** Utilize metrics to optimize, feedback loops to improve consumer experiences, and track how each marketing programs/tactics contribute to the overall KPIs.  
**REPORTING:** Contribute to creating visually appealing reports that tell the stories of success, optimization, or pivots for external partners and internal leadership/teams for monthly/quarterly reporting requirements.

**QUALIFICATIONS & CHARACTERISTICS**  
3+ years of proven experience in an integrated marketing implementation role or a role with a similar capacity. Experience with writing and putting together social media content, blogs, emails, how-to articles, videos, web, and landing pages, press releases, and digital ads. Exceptional written and oral communication skills. Strong organizational and collaborative working skills. Outstanding project management abilities to ensure that the marketing plans and projects advance on time and on budget. A self-starter who can manage both tactical and strategic tasks. A passion for the issues of sustainability, decarbonization, clean energy, climate solutions, and the electrification of built environments.  
**Tech Stack:** HubSpot, Asana, Canva, WordPress, Zoom, Slack, Google Slides, Google Docs, Google Analytics, Figma. Preferred (not required): Adobe Premier Pro and Final

**Cut ProWORK ENVIRONMENT, SCHEDULE & TRAVEL**This position will work remotely from their home. Some travel will be required to regional events and an annual retreat, respective of Covid-related health and safety guidelines.The physical 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 for individuals with disabilities to perform the essential functions. This is a full-time salaried position with comprehensive benefits. Typical work hours are Monday through Friday, 9:00 AM to 5:00 PM.

**COMMITMENT TO EQUAL EMPLOYMENT**The BDC values diversity in all its forms and is committed to an inclusive and transparent recruitment process. We recruit and hire without regard to race, color, national origin, ancestry, sex, gender, sexual orientation, sexual identity, age, religion, creed, disability (actual or perceived), medical condition including genetic characteristics, marital status, domestic partnership status, citizenship, military service, height, weight, HIV/AIDS status, or any other characteristic protected by state or federal law or local ordinance. BIPOC and people of diverse backgrounds are strongly encouraged to apply.

**COMPENSATION AND BENEFITS** The salary range for this position is \$80,000 - \$100,000 commensurate with experience, plus a competitive benefits package including paid health insurance coverage, retirement benefits with company matching, unlimited flexible paid leave, 12 paid holidays, access to professional development resources, and much more.

**DISCLAIMER**The job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Duties, responsibilities, and activities may change, or new ones may be assigned at any time with or without notice.

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