



Fellowship Opportunity

CalSEED Marketing Fellow

The California Clean Energy Fund has been accelerating clean energy innovation and startup ecosystems for more than a decade. We are optimizing the energy transition to create a 100%+ clean energy economy for the 100%. Since 2004, we have leveraged \$1.5 billion, invested directly in over 100 clean energy enterprises, and launched industry leading solution centers. Today, we have an audacious plan for rapid clean energy adoption, to build equity into the energy economy, and to create new jobs in California, the United States, and around the world.

In 2016, the California Clean Energy Fund was awarded the California Sustainable Energy Entrepreneur Development (CalSEED) contract by the California Energy Commission (CEC). CalSEED is a funding and professional development program for innovators and entrepreneurs working to bring early-stage clean energy concepts to market. The program will provide \$24M in early stage funding across an estimated 100 entrepreneurs over the next five years

The California Clean Energy Fund seeks a Fellow with a passion for clean energy and social good to help us successfully market the CalSEED program. This role will develop and execute marketing materials; manage all digital and social media engagement; maintain the contact database; update the CalSEED website (www.calseed.fund) and analyze web traffic; and work collaboratively with the CalSEED team to develop strategic priorities. This is a part time role (up to 25 hours available per week).

Responsibilities:

Communications and Outreach

- Support implementation of CalSEED's outreach strategy
- Create email marketing campaigns for targeted audiences
- Generate content for outreach strategy and other program collateral.
- Maintain email lists and track communications with recipients
- Manage Facebook, Twitter, and other social media accounts for CalSEED
- Generate reports and metrics to quantify effectiveness of various channels

Website Content Management and Metrics

- Update calseed.fund with photos, videos, and other media
- Create event listings and manage RSVPs
- Use analytics tools to track web traffic and activity and prepare reports to inform strategy

- Manage SEO for calseed.fund

Contact Relationship and Database Management

- Learn to use the CalSEED program software and provide support to team, awardees, and partners
- Represent CalSEED programs at outreach events, partner meetings, and networking functions
- Import, manipulate, and export .csv data

Qualifications:

- Graduate degree completed or in progress
- Availability to work out of the Oakland office three days per week
- Experience in marketing/communications with emphasis on effective use of digital media and email for effective outreach and engagement
- Experience co-developing, managing, and analyzing marketing campaigns; adept at marketing analytics and development of short form copy.
- Thrives in a fast paced, entrepreneurial environment
- Experience working collaboratively across a matrixed team; strong interpersonal skills.
- Excellent attention to detail, strong time management skills and ability to meet deadlines
- Technically competent and able to learn new communication, database, and analytics tools
- Motivated to create a positive impact on the world with a passion for clean energy, social justice, and entrepreneurial innovation.

To Apply:

Please send your résumé and cover letter to jobs@calcef.org.

Note: This fellowship will be located at CalCEF's new office in Oakland, CA.

The California Clean Energy Fund is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, or protected Veteran status.