



Communications and Marketing Manager

Reports to: Communications Director

Status: Full-time, Exempt

Schedule: 40 hours per week, Monday-Friday, 8 a.m.-5 p.m.

Location: Veloz is based in Sacramento, California. This position is eligible for remote work in California.

Application Deadline: December 30, 2022

About Veloz

Veloz believes that the future of transportation is electric for all. We envision a world in which vehicles are electric and that all people, corporations, and agencies who want or need a car or truck can and do choose electric, knowing the energy that powers these vehicles is carbon free. Veloz aims to make electricity for all a reality. We are driven to overcome three critical barriers to electric vehicle (EV) uptake: upfront cost, charging infrastructure and public awareness. We do this by:

- Engaging our powerhouse members in effective public-private partnerships
- Creating programs that build the movement for transportation electrification
- Crafting provocative public awareness and education campaigns to change the conversation about EVs and who they are for (spoiler: everyone!)

Veloz is a membership-based, movement-building organization that is unleashing the power of California consumers through signature education initiatives like [Electric For All](#). Veloz's award-winning 2019 Electric For All campaign — *Kicking Gas* featuring Arnold Schwarzenegger — achieved more than 224 million impressions. The 2020 campaign — *40 Million Reasons to Go Electric* — featured some of California's most influential EV drivers and advocates, from actor Mark Ruffalo to artist/activist Favianna Rodriguez. In 2022, Veloz is adapting to market changes and using mythical creatures to increase EV education and bust common myths.

Veloz is a growing 501 (c)(3) nonprofit. Our work and that of our cross-sector [members and partners](#) have the power to transform how Californians move, ensuring better public health outcomes, a stronger and more just economy, and a cleaner and more sustainable climate for all communities.

Opportunity and Position Description

In this position, the Communications and Marketing Manager is part of a passionate and collaborative organization that is changing the conversation about EVs in California and sparking a virtuous cycle of consumer awareness and demand. Veloz plays a unique and important role in the EV landscape in California. Now is the time to take our efforts to an exponentially more impactful level. This requires a clear and inspiring vision, sophisticated strategies, significant and sustained financial support, and smart implementation.

Reporting to the Communications Director and partnering with the small but mighty Veloz team, the Communications and Marketing Manager plays a critical role in making the electric for all vision a reality by executing aspects of a comprehensive communications and marketing strategy to raise awareness of Veloz, developing and delivering high-quality and high-value content to Veloz members and working alongside the Communications Director to manage all aspects of our industry-focused and consumer-facing communications efforts.

Campaigns, Reports and Events

- Create compelling content, analyze data and provide strategic support for Veloz's EV education and awareness campaign, Electric For All
- Manage and own the content creation, market research and data analysis required to create and distribute Veloz's quarterly EV Market Report
- Work alongside the team to create content for the Veloz Annual Report
- Provide communications support for online and in-person Veloz events including Summit Series meetings and Digital Dialogues
- Prepare PowerPoint decks, handouts, signage and other materials for events

Website Management and Digital Marketing

- Deploy strong written communications to generate content for e-newsletters, websites, social media, blog posts and other materials distributed across both the Veloz and Electric For All marketing channels – including writing stories, designing layout and supporting A/B testing
- Update, actively manage, track, maintain and expand Veloz.org and ElectricForAll.org
- Manage website and API vendor relationships for both Veloz.org and ElectricForAll.org
- Support the marketing and growth strategy for Veloz.org and ElectricForAll.org
- Conduct analysis to track digital marketing efforts and propose strategic improvement refinements

Digital and Social Media Presence

- Develop and maintain a social media calendar with strategic content, posts and analytics
- Research and implement marketing and social media strategies to increase our reach and impact
- Post content and manage all social media profiles, growing our online presence and influence
- Ensure that the Veloz brand and voice is consistent across all media
- Maintain a record of engagement and growth across social media platforms
- Maintain an inventory of Veloz's visual assets, including photos, videos and branding

Additional Content Creation and Communications Support

- Support the marketing strategy for soliciting sponsorship, membership and donations
- Produce presentations and other materials supporting member engagement
- Manage and update Veloz's press list, while supporting public relations efforts
- Participate in key industry conferences, workshops and seminars, representing and presenting/speaking on behalf of Veloz when appropriate
- Promote a culture of high performance, continual learning and commitment to excellence

Qualifications

The Communications and Marketing Manager leads with their belief in and commitment to Veloz's vision and mission. The manager must champion California's carbon emissions reduction, public health and economic goals. Additionally, this person must demand the boldest possible ambition, innovation and collaboration of partners across sectors who are driving toward scalable transportation solutions. The Communications and Marketing Manager elevates their work to our next levels of impact through their track record and expertise.

The Communications and Marketing Manager also possesses the following skills and qualities:

- Minimum 5 years of experience in marketing, communications, social media management, digital content or similar field
- Bachelor's degree in communications, marketing or a similar field
- Knowledge of the electric vehicle industry (a background in the industry is preferred)
- Track record creating and executing effective communications and marketing strategies aimed at elevating and growing brands across diverse audiences
- Strong background in written communications, including email marketing, website content, social media posts, speeches, opinion editorials, annual reports and other marketing materials
- Understanding of social media outlets, audiences and how to effectively target our market
- Proven project management skills, ensuring projects advance on time and on budget
- Mastery of relationship-building skills with a diverse range of external constituencies, including public agencies, government regulators, Fortune 500 companies, start-ups and nonprofits
- Outstanding oral and written communications skills that demonstrate an ability to translate complex issues into persuasive narratives that can change consumer behavior and position Veloz as a thought leader
- Self-driven ambition and an understanding of how to manage through influence
- Highly collaborative style with ability to operate as a thought partner to the Communications Director and to operationalize strategy
- Technologically savvy in using online platforms to extend the reach of Veloz's industry thought leadership and consumer-facing communications efforts
- Proficiency in Outlook, Zoom, Dropbox, the Microsoft Office Suite, MAC OS, WordPress, Mailchimp, CoSchedule (or similar tools) and Slack
- Experience with Adobe Creative Cloud or Canva is a plus
- Strong customer service, detail-orientation and organizational skills; ability to prioritize and execute independent work daily
- Intellectual curiosity and commitment to becoming a credible, respective representative of Veloz.

Our Commitment to Racial Equity, Diversity & Inclusion

Veloz values racial equity, diversity, and inclusion. Our membership and leadership reflect strongly held principles around diversity of perspective, background and sector. Diversity is the cornerstone of our credibility and effectiveness and is reflected in how we operate, including search and hiring processes, promotion, and professional development. We are committed to an inclusive and transparent recruitment process and recruit and hire without regard to race, national origin, religion, gender, gender identity or

expression, sexual orientation, physical ability, marital status, veteran's status, or age. People of diverse backgrounds are strongly encouraged to apply.

Don't meet every single requirement? At Veloz we are dedicated to building a diverse, inclusive, and authentic workplace, so if you're excited about this role but your past experience doesn't align perfectly with every qualification in the job description, we encourage you to apply anyways. You might just be the perfect candidate for this role!

Compensation and Benefits

The annual salary range for this position is \$75,000 - \$95,000, commensurate with experience. Veloz offers a generous and competitive benefits package which includes medical, dental, vision, 401k plan, and a mobile phone/internet stipend for remote employees. In addition, Veloz offers paid leave plans which include personal, sick, and vacation, along with 11 paid holidays.

Application Process

To apply or nominate a candidate, please send a cover letter and resume in a combined PDF file to Stacy Nelson & Associates at stacyn@stacy-nelson-and-associates.com. This position is open until filled, with an initial application deadline of **5 PM Pacific Time on Friday, December 30, 2022**. Candidate review and phone screens begin immediately and will be conducted throughout the search period.