

SOLAR ENERGY INTERNATIONAL

PROGRAMA HISPANO

Marketing and Communications Assistant - Latin America

Solar Energy International (SEI) was founded in 1991 as a 501(c)3 non-profit educational organization. SEI's mission is to provide industry-leading technical training and expertise in renewable energy to empower people, communities, and businesses worldwide.

The Spanish Program at SEI was founded in 2013 to provide solar PV training for Spanish speakers within and outside the US, namely Latin America. Currently the program seeks to expand within this market to serve individuals, governments, rural communities and the private sector. Since the fall of 2013 SEI's Spanish Program has trained over 2,500 Spanish speakers from around the world.

Job Description: The SEI Marketing and Communications Associate (MCA) is responsible for implementing the strategy around the messaging and marketing of SEI's Spanish Program. Through working with the SEI Marketing Team, the position will be assisting with the production of marketing materials, implementing social media efforts, as well as assisting with branding efforts of SEI's Programa Hispano in the Latin American region. Requirements for this position will include strong marketing and communications experience with social media and branding throughout the Latin American region.

This position will work across multiple departments at SEI, including Spanish, Student Services and Marketing. This contract position will start at approximately 32 hours/week with a monthly salary of \$1600USD. Additional benefits include paid travel to SEI's campus annually and free SEI training. The hours for this position are flexible, however, the successful candidate will be working with our team in Colorado, USA, so must be available for meetings set in Mountain Standard Time (MST). The ideal start date is December 1, 2016.

The deadline to apply for this position is October 21, 2016. To apply please send IN ENGLISH your cover letter, a 2 page resume with related experience, and three references as one combined PDF to Faye: faye@solarenergy.org

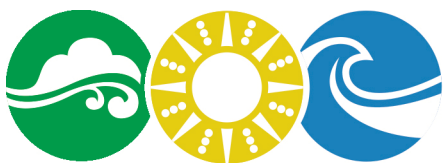
Immediate Supervisor: Spanish Program Manager

Specific Duties include:

- **Email Marketing:** Manage regionally specific email campaigns promoting our Spanish PV in-person and online trainings per the editorial calendar. Translate and coordinate delivery of SEI's monthly e-newsletter.

39845 Mathews Lane, Paonia, CO 81428

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- **Social Media:** Manage SEI's Spanish social media accounts by implementing strategies and tactics that grow our followers, engage and retain them, and help convert them into leads, students, and active fans and promoters of SEI.
- **Promotional Materials:** Coordinate with SEI's graphic designers in the creation of marketing and promotional materials, including print, electronic and video.
- **Programa Hispano Website:** Update and maintain Spanish website pages to ensure that the website is up-to-date, user-friendly and accurate.
- **Marketing Communications:** Develop marketing communications campaigns including copy editing, proofreading and revising communications. Identify, develop and execute communications strategy for key media contacts and clients.
- **Press Releases:** Create, manage, and distribute press releases to the media.
- **Print Advertising:** Work with advertisers for timely and useable ad submissions.
- **Blogs:** Author content for SEI's Blog for the Spanish website.
- **Public Relations:** Conduct media and partner outreach in countries where SEI provides training.

Other Responsibilities:

- Moderate, in cooperation with Spanish Student Services, SEI's free online course (ER100) and Alumni Forum helping to manage conversations and identify future students and other key contacts.
- Research regional conferences and represent SEI and the Spanish Program at selected conferences
- Research regional markets (development opportunities, gov't programs, funding, program recognition etc..)
- Manage information including SEI contacts, alumni, and a database of renewable energy associations, solar distributors and professional associations.

Qualifications:

- Fluent native Spanish speaker (preferably Latin America)
- Fluent in reading, writing and speaking English
- Degree in Marketing or other related field

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- At least two years of previous experience of marketing in Latin America and experience in implementing regional specific marketing strategies
- Currently living in Latin America, preferred
- Willingness to travel either throughout the LatAm region and/or to the US, and ability to obtain the proper tourist visas
- Have a command of best practices and trends in social media marketing, enjoy being creative, and understand how to both build and convert a digital audience
- Strong communication skills, and the ability to work with all types of people
- Strong administrative and organizational skills
- Strong relationship and team building skills
- Ability to handle multiple inquiries in both Spanish and English, including managing daily phone calls, emails, and others tasks, often under minimal supervision
- Ability to take direction, meet deadlines, versatile, manage time, a good planner, and a strategic thinker
- Experience with MS Office
- Experience with Adobe Graphics Suite and video editing, preferred but not required
- Candidate should possess an interest and commitment to the SEI mission
- Previous basic knowledge in renewable energy a plus but not critical

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