



Join our established, fast-growing organization and learn from the Nation's first local green bank. You'll have the chance to lead, build, and shape the organization's future, while accelerating your personal and professional growth.

Organization: Solar and Energy Loan Fund (SELF)

Job Title: Digital Marketing and Social Media Manager

Location: Hybrid Remote: this position will be in-office three days a week with the option to work remotely two days a week. SELF headquarters is in Ft. Pierce, Florida.

Salary: \$45,000-\$50,000 (commensurate with experience).

About SELF:

SELF is a national award-winning non-profit Community Development Financial Institution (CDFI) with a mission to rebuild and empower underserved communities by providing access to affordable and equitable capital to homeowners, landlords, developers, contractors, and small businesses to help transition communities towards an inclusive clean energy economy. Founded in Florida, SELF has expanded and now serves most of the Southern United States. Due in part to the recent passage of the Inflation Reduction Act, there is historically unprecedented momentum toward clean energy and home resilience. As the country's first local Green Bank, and an established and proven pioneer of climate equity, there is need for SELF to lead this national movement. Thus, SELF is rapidly growing and hiring—a position with SELF provides enormous career growth opportunities while doing work that matters.

Position Overview:

SELF is looking for a creative, detail-oriented, and results-driven individual to join its team as our Digital Marketing and Social Media Manager. This position will utilize digital media to promote our programs and services to generate loan activity in our target markets—primarily low- and moderate-income homeowners. Our ideal candidate will have experience with branding, marketing, social media campaigns, earned-media, and more.

Education, Experience, and Skills

- Experience or education in this field is required.
- Excellent writing, presentation, and communication skills.
- Experience with social media platforms (Tik Tok, Facebook, Twitter, Instagram, YouTube, etc.), consumer engagement, and strong familiarity of the digital world.
- Attention to detail and organization.

- An organized, self-starter who takes strategy and design tasks and runs with them.
- Strong time management skills and ability to multi-task effectively while managing multiple projects and remaining cognizant of deadlines and priorities.
- Experience and competent with all aspects of content writing.
- Ability to create meaningful written and digital content.
- Experience with with graphic and/or video design is ideal.
- Proficient with WordPress, Canva, Adobe Photoshop, and Microsoft Office Suite.
- Knowledge of web analytics (e.g. Google Analytics, WebTrends, etc.) and KPIs.

Essential Duties and Responsibilities:

- Develop strategy, execute, and ensure the continuous optimization of marketing assets.
- Create, manage, and execute social media content across all platforms.
- Develop passion for our mission to develop meaningful written and digital advertising and content sharing.
- Increase social media and website engagement as well as measure and communicate results.
- Plan and execute campaigns to promote new products.
- Generate, edit, publish, and share engaging content (i.e., original text, photos, videos, and news).
- This position includes performing research on current benchmark trends and audience preferences, communicating with followers, responding to queries in a timely manner, and monitoring customer reviews.
- Assist with monthly social media analytics/reporting to share engagement and seek continuous improvement and optimization content and campaigns.

Top Benefits and Perks:

We provide benefits that support your physical, emotional, and financial wellbeing. You will have access to comprehensive medical, dental, and vision benefits; 403(b) contributions; performance-based bonuses; 12 paid holidays; a minimum of 20 days of paid leave; and paid leave to volunteer- something SELF is passionate about.

Apply:

If joining the national movement towards climate equity appeals to you, please submit a resume on our website at <https://solarenergyloanfund.org/careers/>. Inquiries welcomed.