



CLEAN ENERGY ALLIANCE

Marketing Specialist/ Marketing Analyst

- Carlsbad, CA, United States
- Full-Time
- Hybrid
- Salary (annually, depending on qualifications):
- Marketing Specialist: \$80,000-\$125,000
- Marketing Analyst: \$85,000-\$150,000



The Organization



Clean Energy Alliance (CEA) is the new default power provider for the cities of Carlsbad, Del Mar, Escondido, Oceanside, San Marcos, Solana Beach and Vista. Its mission is to bring residents and businesses clean power at competitive rates, with no taxpayer subsidies. Following a successful launch, CEA is poised for growth and searching for team members to drive the organization forward. Additional information is available at: <https://thecleanenergyalliance.org/>

Shape the Future of Clean Energy Communications

Are you a creative marketer who loves combining strategy, storytelling, design, and data to make an impact? Join **Clean Energy Alliance (CEA)** and help advance California's clean energy future.

CEA is the default energy provider for the cities of Carlsbad, Del Mar, Escondido, Oceanside, San Marcos, Solana Beach, and Vista, serving more than **255,000 residential and business accounts**. Our mission is to deliver cleaner energy, competitive rates, and exceptional customer service while working toward **100% renewable energy by 2035**.

Shape the Future of Clean Energy Communications

Reporting to the Senior Key Accounts/Programs Manager, you'll lead CEA's marketing and communications efforts by strengthening our brand, managing digital communications, creating engaging content, and connecting with our communities through meaningful outreach.

About the Role

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What You'll Bring

- Develop and execute multi-channel marketing and communications campaigns
- Create compelling content for digital, print, social media, and customer communications
- Manage and enhance CEA's website and social media presence
- Strengthen and maintain CEA's brand across all platforms
- Build media relationships and support public relations efforts
- Use analytics and performance metrics to improve campaign effectiveness
- Collaborate with leadership on strategic messaging and public engagement



Highly Desirable

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field
- Experience in the energy, utility, or renewable energy industry
- Spanish language proficiency

Why Join CEA?

- Make a meaningful impact on California's clean energy future
- Hybrid work environment
- Opportunity to shape communications for a growing public agency
- Collaborative, mission-driven team

If you're passionate about creative communications, community engagement, and sustainability, we'd love to hear from you.

Apply today and help power a cleaner future.