Company Profile:

The Solar Energy Industries Association (SEIA) is the national trade association of the solar energy industry representing nearly 1,000 companies from around the world. Our mission is to build a strong solar industry to power America. We achieve that aim by supporting pro-solar policy at the federal and state level, developing cutting-edge industry research, and speaking as the voice of the solar industry to press and public.

At SEIA, our staff arrives every morning knowing that their work improves our country's energy independence, cleans our air and water, and strengthens our economy through the creation of more than 200,000 U.S. jobs. Combining a strong sense of purpose and a great work environment has resulted in SEIA being selected as one of the “Best Non-Profits” to work for in America.

Position Summary

The Digital Content Manager is responsible for developing high quality content across a variety of media formats to support SEIA’s mission and communications priorities. Working closely with colleagues in the Public Affairs department, this position helps to generate compelling visual and written products for use on the SEIA website, social media channels, reports and data products, presentations and speeches, and other outreach channels.

The Digital Content Manager is a highly collaborative and cross-cutting role, designed to work with various departments to source content and produce thoughtful and compelling outputs. This position reports directly to SEIA’s Chief of Staff & Chief Content Officer, and works closely with the Digital Communications Manager, Public Affairs Specialist and Vice President of Public Affairs.

CORE DUTIES AND RESPONSIBILITIES

- Develop compelling data visualization products across various formats, including interactive web charts, infographics for print and web use, and graphics for presentations and formal reports
- Work with various SEIA departments and internal stakeholders to create and maintain issue-specific factsheets for print and web use
• Assist the Digital Communications Manager in the production of formal reports, including editing, layout and graphics development
• Assist the Digital Communications Manager and Chief of Staff & Chief Content Officer in managing content for SEIA.org, including web graphics, content writing and editing, photo asset management, and user experience analysis
• Support the Chief of Staff & Chief Content Officer in the development process for speeches and formal presentations for the President & CEO, including graphics and slide decks
• Develop promotional content for conferences and events, including advertising creative, digital assets for marketing needs, signage and booth graphics
• Assist the communications team in email marketing efforts, including template development and management
• Support the Public Affairs Specialist in the development of video collateral, including motion graphics and other video assets
• Support internal communications efforts, including maintaining email signature templates, handling office signage and design, and other responsibilities
• This position description should not be construed to imply that the requirements are the sole standards for the position. Incumbents are expected to perform all other duties as required.

PROFESSIONAL EXPERIENCE, EDUCATION AND OTHER QUALIFICATIONS
• Bachelor’s degree required
• 3-5 years of experience in digital communications, marketing, or a related field
• High proficiency with graphic design software (preference for Adobe Creative Suite)
• Web design literacy, including a basic knowledge of HTML/CSS or other programming languages
• Strong writing skills and ability to distill and explain complex concepts for multiple audiences
• A proven track record of producing graphics that tell a story with an economy of words.
• Visual design creativity and an eye to utilize photography, iconography, and other visual tools to convey information and messages
• Background and familiarity with solar and energy issues preferred
• Knowledge of policy, politics and advocacy a plus.
• Team-oriented attitude and ability to work with multiple stakeholders on various projects

Working Conditions:
• Work is in an office environment
• May be occasionally required to stand, walk or reach with arms

SEIA does not discriminate on the basis of race, color, religion, national origin, citizenship status, sex (including pregnancy, childbirth, related medical conditions, and a woman’s right to breastfeed), disability (physical or mental), age (18 and older), genetic information, sexual orientation, gender identity or expression, matriculation, family responsibilities, personal appearance, political affiliation, marital status, veteran or military status, tobacco use, credit information, or any other characteristic protected by federal, state, or local law