

Job Description:

Branding

This is a Volunteer Position - approximately 10 hours per month

We are looking for a **Branding** consultant to help us build our brand and raise brand awareness. You'll work across all aspects of our SLO Climate Coalition to find what makes us unique and communicate it to the world.



RESPONSIBILITIES

- Analyzing our brand positioning and consumer insights
- Helping shape and communicate our vision and mission
- Translating brand elements into plans and go-to-market strategies
- Manage a team of marketing people working on brand initiatives
- Lead creative development to motivate the target audience to “take action”
- Establish performance specifications, cost and price parameters, and market applications
- Measure and report performance of all marketing campaigns, and assess ROI and KPIs
- Monitor trends and activities of similar environmental groups and cities
- Oversee new and ongoing marketing and advertising activities
- Monitor branding distribution and the public's reactions
- Align the coalition around the brand's direction, choices and tactics

SKILLS AND QUALIFICATIONS

- Experience in identifying target audiences and devising effective campaigns
- Excellent understanding of the full marketing mix
- Strong analytical skills partnered with a creative mind
- Outstanding communication skills
- Up-to-date with latest trends and marketing best practices

Our ideal candidate would be organized, an effective communicator, a connector, have an available and flexible schedule, be a self-starter and a self-manager, and have basic knowledge of climate change and climate action practices.

Applications can be submitted by going to: <https://forms.gle/sTVxy7QZuwygVWAC8>

Our Vision and Mission:

The SLO Climate Coalition is a community organization committed to creating a vibrant, just, and climate-resilient Central Coast. Its mission is to bring together

community expertise, creativity, and resources to champion high impact regional climate solutions that inspire other communities to do the same.

For more information about the SLO Climate Coalition please visit our website at <https://carbonfreeslo.org/>