



Job Description: Director of Customer Care & Marketing

Summary

The Director of Customer Care and Marketing works independently under the direction of the Valley Clean Energy (VCE) General Manager and has a wide range of responsibilities related to managing VCE customer programs and contacts, marketing VCE initiatives and programs, and conducting strategic community outreach and advocacy for the organization. This employee will provide strategic guidance and consulting on marketing and customer strategy, as well as management of external marketing, key accounts, VCE programs, and public affairs functions including management of related staff and contractors for VCEA.

Job Description

The Director of Customer Care & Marketing (Director) works independently and within a team environment to interface with a wide range of community, stakeholder, and customer groups, conducting strategic outreach and community organizing efforts to advance VCE and its programs. The Director is responsible for overseeing the development and operation of new programs for VCE, cultivating and developing relationships with key stakeholder groups, developing policies related to VCE programs and customer service, and for communicating VCE's central messages consistently to the public and target audiences via VCE presentations, tabling at events, digital and printed literature, electronic correspondence, and verbal interactions. The incumbent coordinates and participates in community events, organizes volunteers if needed, and performs related work and tasks to ensure successful events, meetings and positive responses to VCE.

Essential Duties and Responsibilities

- Plan, organize and implement community outreach efforts to enhance marketing of VCE services to the general public, key customers and community stakeholders, and public agencies.
- Provide strategic guidance to VCE's General Manager and Board.
- Develop policy recommendations and present to VCE senior leadership and Board for consideration and approval.
- Develop customer programs, policies and procedures.
- Oversight of and participation in key account, customer and community outreach, marketing, and public relations.
- Develop and issue press releases and op eds.
- Development of customer acquisition and retention strategies.
- Handle customer and community issues and complaint resolution.
- Oversee customer satisfaction and market research initiatives.
- Communications support to the VCE Board and Community Advisory Committee (CAC).
- Develop Staff Reports and recommendations to the VCE Board and CAC.
- Work with staff, committees and the VCE Board to help establish programs to reduce

greenhouse gas emissions and serve VCE customers.

- Develop RFQs and RFPs, interview and help select consultants and contractors to deliver programs and/or services as needed.
- Manage contracts, invoices and payments, reporting, quality control
- Apply for grants to further VCE and VCE customer interests.
- Develop and manage VCE's program budgets.
- Manage and promote programs. Develop marketing and promotional strategies to increase program participation and achieve program goals.
- Monitor and evaluate programs. Track programs to ensure goals are being met; manage program evaluations; adjust programs as-needed based on evaluation results and/or to meet program targets.
- Initiate and develop collaborative relationships with community members, local business owners, municipal staff, public officials, and other key stakeholders. Act as a liaison to these groups on behalf of VCE.
- Expand customer participation in VCE's 100% Green option(s) via presentations, tabling, emailing, and other marketing avenues.
- Prepare and deliver presentations to various community groups and local organizations.
- Participate in public events to distribute information about VCE and interact with members of the public; recruit, organize and train local volunteers to assist in these efforts as well.
- Develop and administer appropriate research such as customer class surveys, customer satisfaction surveys, or other research as required.
- Stay apprised of customer trends, patterns, and issues; use data to evaluate current trends and determine if existing policies or procedures should be modified to better serve VCE customers.
- Other duties as assigned to meet the needs of the VCE General Manager and board.

Minimum Qualifications

This is a director classification that receives minimal supervision with a broad scope of responsibilities. Employees in this classification may be responsible for the development, implementation and management of organizational goals, objectives, policies and priorities in partnership with the VCE General Manager and Board of Directors; ensures that strategic objectives and priorities are achieved and coordinated with relevant entities.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Experience/Education

BS/BA degree from an accredited college or university majoring in marketing, business, public administration, environmental fields or other related degree.

Experience:

Seven (7+) or more years of progressively responsible and leadership experience performing marketing and outreach; designing, implementing and coordinating customer programs and projects; developing and managing budgets; resolving marketing, outreach and customer issues; directing and supervising staff; developing relevant policies; and understanding and implementing new regulations and policies. Experience working in a public utility and/or a Community Choice Energy program is strongly preferred.

Knowledge of

- Marketing and outreach principles and practices.
- Customer Care, Key account management, and communications best practices.
- Project Management principles and practices.
- Budget Development & Management—cost control, scheduling and budget management.
- Program design, development and management.
- Effective presentation methods.
- Event management and planning.
- Principles and practices of customer service.
- California’s Community Choice Aggregation (CCA) model.

Ability to

- Manage and supervise staff and contractors.
- Develop and implement policies and procedures.
- Develop and implement complex, multi-faceted marketing, outreach and program plans.
- Recommend and implement goals, objectives, policies and procedures.
- Manage changing priorities and deadlines.
- Communicate effectively orally and in writing internally/externally to include reporting and presenting to senior staff and board of directors.
- Establish and maintain effective working relationships internally and externally; prepare professional, technical and policy reports, evaluations, proposals and presentations.
- Interact with others to influence, motivate and challenge.
- Operate office equipment including computers and supporting word processing, spreadsheet, and database applications.
- Oversee the management of multiple projects including to plan, coordinate, and interpret diverse functions and activities within projects; develop strategic, business, operational, and program plans.
- Evaluate project progress and resolve complex technical issues.
- Understand and resolve the technical, political, and corporate issues that are subject to change.
- Utilize strong interpersonal and verbal communications, grammatical and professional business skill sets to promote and explain VCE programs.
- Establish and maintain effective working relationships with people encountered in the performance of duties.
- Enhance own development by taking responsibility for staying informed and up to date with VCE and industry knowledge.
- Handle multiple projects in an efficient and time-sensitive manner.
- Work independently to resolve issues quickly and effectively.
- Coordinate work with local advocates and community groups to enhance positive relationships and reputation for VCE.
- Demonstrate patience, tact, courtesy, and flexibility; exercise sound judgment, creative problem solving, and commercial awareness.
- Develop high-quality written documents including program plans, staff reports, letters, memos and

other work products as-needed.

- Intrinsic curiosity and motivation to understand new concepts, tackle hard problems, and ask hard questions.
- Ability to analyze and interpret customer service metrics to enhance and improve VCE service and retain customers.
- Ability to think critically and strategically; properly interpret and make decisions in accordance with applicable VCE goals, policies, and strategic plans.

Willingness to:

- Work occasional overtime or on weekends and evenings as necessary.

Working Conditions

This position will be based at VCE's offices located in Yolo County.

The physical demands described here are representative of those required for the position. Position requires sitting, walking, standing, bending, and twisting in the performance of daily activities. The position requires hand manipulation and repetitive hand movement and fine coordination in using a computer keyboard. The position requires near and far vision in reading reports and use of a computer. Acute hearing is required in supporting meetings and providing phone and in-person customer service. The position requires the ability to communicate clearly both verbally and in writing. The position occasionally requires lifting and/or moving objects up to 20 pounds. VCE will make reasonable accommodation of the known physical or mental limitations of a qualified application with a disability upon request.

Licenses/Certificates: Possession and continued maintenance of a valid class C California driver's license or the ability to provide alternate transportation as approved by the CEO and a safe driving record.

Compensation: Compensation for this position ranges from \$125,000 - \$175,000 commensurate with experience. A full benefits package is also offered as part of salaried employment.

Equal Opportunity Employment: VCE is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, gender expression, national origin, age, protected veteran or disabled status, or genetic information.

Application Process: This position is open until filled. To be considered for this position, please submit a VCE application, detailed resume, cover letter, and three professional references to:

Jim Parks
604 2nd Street
Davis CA 95616
Phone: 530-446-2753
Email: Jim.parks@valleycleanenergy.org

Following the filing date, resumes will be screened in relation to the criteria outlined. Candidates deemed to have the most relevant qualifications will proceed with the selection process which may include a written examination, oral interview, or a combination of the two.