

About East Bay Community Energy

East Bay Community Energy (EBCE) is a Community Choice energy service provider formed as a Joint Powers Authority (JPA) to serve approximately 600,000 customer accounts across Alameda County. The service territory has a population of over 1.5 million residents and an annual load of approximately 6 TeraWatt Hours. EBCE's charter is to provide its customers with low carbon, cost effective electricity that integrates innovative energy products and maximizes local benefits through the development of local solutions, ranging from increasing access to rooftop solar to supporting the adoption of electric vehicles. EBCE formed as a JPA in December 2016 and launched service to commercial and municipal customers in June 2018 and residential customers in November 2018. EBCE is looking for candidates that are passionate about making a meaningful local impact to California's energy system through this developing CCA industry. We want creative problem solvers that are excited to work in an entrepreneurial environment and grow our organization!

Position Summary

EBCE is seeking to hire a full-time Public Engagement Manager, reporting into the VP of Marketing and Account Services. The Public Engagement Manager has responsibility for a wide range of interactions with local governments and community partners. This position will work with internal team members and external vendors or contractors as necessary to ensure excellent public relations and customer retention.

The Public Engagement Manager is the lead on public relations, press relations, and strategic communications.

- **Culture:** EBCE fosters a culture of open communication, responsibility, curiosity, accountability and caring. As a small team, cultural fit is key to individual and team success.
- **Start date:** Target April 22, 2019. Position open until filled. Candidates should send application materials to jobs@ebce.org and cc ahenderson@ebce.org with the Job Title in the subject line.
- **Location/Employment:** This position will be based in EBCE headquarters in Oakland. We are in equal opportunity employer and strongly encourage people of color, women and those who identify as LGBTQ to apply.
- **Compensation and Benefits:** Competitive compensation package offered, based on candidate experience. The Authority is developing its benefits package. Details will be available at the interview.
- **Application Due Date:** Applications are due Friday, March 22, 2019

Position Details

EBCE is seeking candidates to join our growing agency and assume the following responsibilities for Public Engagement Manager, reporting into the VP of Marketing and Account Services.

Supervisory Responsibilities

- The Public Engagement Manager position will include individual contributor responsibilities, and oversight of any third-party vendors or contractors supporting EBCE public engagement activities. Initially, this position will not have any direct reports.

Essential Duties and Responsibilities

- Municipal Partner Engagement
 - Engage with each of our twelve (12) member jurisdictions to form relationships with various stakeholders within local government, including the areas of sustainability, management, economic development, public works, and local governing bodies
 - Attend local city council, county board of supervisor, and energy advisory/commission meetings to represent EBCE
 - Engage with Public Information Officers to increase depth of understanding of local communications channels
 - Become a subject matter expert on concerns, preferences, and motivations of residents in each jurisdiction
 - Work with EBCE staff on service territory expansion
 - Develop and oversee the implementation of comprehensive public engagement strategies and campaigns to further EBCE's mission and positive public perception at the city/county level
- Community Partner Engagement
 - Coordinate with community partners on customer communications and outreach
 - Serve as primary point of contact for the Community Advisory Committee
- Marketing and Outreach Strategy
 - Leverage knowledge of local communication channels and attitudes to inform marketing and outreach strategy and campaigns
- Strategic Communications
 - Develop a unique communications plan for each jurisdiction
 - Contribute to the strategy and content of a newsletter to key decision-makers and influencers
- Media Relations
 - Leverage network of media contacts to gain coverage of EBCE milestones
 - Educate media professionals on EBCE activities and benefits
 - Manage response to press coverage
 - Coordinate with regional CCAs on media relations

Education, Experience, Knowledge, and Skills

- Education:
 - Bachelor's degree in related field
 - Master's degree in a related field is desirable

- Experience:
 - Ten (10) years of increasing responsibilities in local government, communications, public relations, political campaign management, public engagement, media, or communications
 - Expertise in developing and guiding successful political campaigns, including grass-roots activation, grass-tops engagement, coalition building, and strategic and effective political messaging
 - Energy industry experience is desirable
- Knowledge:
 - Alameda County politics and jurisdictional demographics
 - Media and press network in Alameda County
 - Community choice energy programs in California
 - Public agency governance and public meeting protocols; Previous experience working with an external board and governmental agencies a plus
 - Understanding of customer attitudes and needs and how customers make energy decisions
- Skills:
 - Quantitative:
 - Perform analysis of customer engagement metrics
 - Ability to aggregate and analyze large volumes of customer-related data
 - Communications
 - Convey complex information in a simple and understandable manner
 - Conduct effective interpersonal communication in order to make persuasive presentations and written proposals on highly technical subject matters
 - Speak effectively and comfortably before groups of customers, elected officials, and community organizations
 - Excellent verbal and written communication skills
 - Work Style and Management
 - Manage multiple priorities, meet deadlines, and quickly adapt to changing priorities in a fast-paced dynamic environment
 - Take responsibility and work independently, as well as coordinate team efforts
 - Demonstrate patience, tact, and courtesy; Exercise sound judgment, creative problem solving, effective dispute resolution, and commercial awareness
 - Establish and maintain effective working relationships with persons encountered during the performance of duties
 - Thorough and detail-oriented, with a superior level of accuracy and precision in work products
 - Interact professionally and effectively with community groups, elected officials, EBCE staff team, and Board of Directors
 - Ability to effectively manage and influence outside personnel and indirect reports
 - Technical
 - Experience using Customer Relationship Management (CRM) software such as Hubspot
 - Proficiency in use of Microsoft Office Suite including Excel, Word, PowerPoint, and Adobe Acrobat
 - Familiarity with collaboration platforms such as Google Drive, SharePoint, and Confluence

Working Conditions

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 occasionally requires lifting and/or moving objects up to 20 pounds. EBCE 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.

Submission Requirements

Applicants must submit a cover letter outlining key qualifications and reasons for your interest, current resume including education, and 3 professional references. Please email these documents and any questions to: jobs@ebce.org and cc ahenderson@ebce.org.

The information contained herein does not constitute either an expressed or implied contract, and these provisions are subject to change.