



Job Description

Director of Public Affairs

Summary

The Director of Public Affairs works under the general direction of the Chief Executive Officer to oversee development, management and implementation of programs that communicate, promote and market MCE. The Director of Public Affairs directs, manages, and supervises MCE's Public Affairs team, which is responsible for customer relations, account and billing services; business and community development; and marketing and communications. The Director of Public Affairs is also responsible for oversight of and collaboration with external consultants.

Class Characteristics

The Director of Public Affairs is responsible for directing and working collaboratively with internal staff and external consultants to guide, support and implement MCE's brand strategy in customer service, business and community development, and marketing and communications, as well as across all MCE internal departments. The Director of Public Affairs identifies strategies to increase overall engagement and participation in community and is responsible for reputation management. The Director of Public Affairs oversees and provides guidance for service area expansion, customer enrollments, sales, earned, owned, and paid media, community outreach, account management, billing resolution, publicity and media relations. The Director of Public Affairs ensures that key, strategic messages are communicated effectively to target audiences and directs customer account management, customer relations and customer retention strategies. The Director of Public Affairs manages and coordinates outside consultants retained to provide call center and billing services, website services, graphics, writing, advertising, and other related work and is also responsible for communications-related budget preparation and tracking. The Director of Public Affairs makes presentations to community, elected and professional groups, Board of Directors, and staff.

Supervisory Responsibilities

The Director of Public Affairs supervises or manages the supervision of internal public affairs staff, including but not limited to Manager of Account Services, Manager of Business and Community Development, Community Development Managers, Account Managers I & II, Marketing Manager, Creative Content Designer, Community Power Organizer, Administrative Assistant, and Administrative Associate. The incumbent also provides oversight for external marketing

communications, call center and data management consultants; and other external professional service providers.

Essential Duties and Responsibilities (Illustrative Only)

Supervisory Duties

- Plans and prepares for Public Affairs staffing, hiring and middle management needs
- Plans, directs, and coordinates the goals and work plan for, and in collaboration with, the Public Affairs team
- Assigns work activities, projects and programs; reviews and evaluates work products, methods, and procedures; meets with staff to discuss and resolve related issues
- Conducts performance evaluations, implements performance correction as needed, trains and coaches staff in work procedures as needed
- Evaluates data to determine success of public affairs team towards reaching agency goals
- As assigned, assists with the implementation of MCE's Strategic Plan

Internal Communications

- Updates MCE Board of Directors on customer service, marketing, communications, and public relations progress, projects and programs
- Provides talking points and information to Board of Directors and staff to utilize for external and internal meetings and presentations

Publicity

- Writes and reviews press releases, feature articles and other materials for newspaper, magazines and related venues
- Develops and maintains relationships with print, radio and television media, community groups and organizations, business leaders, and other public agencies and governmental representatives
- Oversees e-newsletter distribution, event and sponsorship opportunities and MCE-sponsored press conferences and events
- Develops strategies and implementation plans to respond to media inquiries and publicity, including misinformation campaigns

Business & Community Development

- Provides direction, guidance and review of community outreach plans and implementation for the enrollment of new communities during service area expansion, including meeting state legal requirements
- Provides direction, guidance and review of business development plans and implementation to increase customer acquisition and retention

Customer Account & Billing Services

- Oversees resolution of billing issues, customer complaints, and technical issues that impact customers
- Oversees functions of call center and data manager to improve and streamline customer service
- Acts as an agency liaison to local government and community agencies

Marketing Communications

- Provides direction, guidance and review, in collaboration with staff and consultants, to plan and execute strategic marketing campaigns, collateral and promotional material that support business and community development goals
- Collaborates with staff and consultants to improve website design , capabilities, and content

Minimum Qualifications

Experience/Education

Education and experience equivalent to a Bachelor's Degree in communications, public administration, environmental planning, business, marketing or a related field and at least six (6) years of progressively responsible experience in a supervisory or management role in the field of public affairs. Experience working for a public utility or a Community Choice Aggregation program is desirable.

Knowledge of

- The organization of local government and concepts of public administration.
- The history of Community Choice Aggregation legislation and implementation in California.
- Administration of a proactive marketing and public affairs program.
- Principles, techniques and methods of public information, integrated marketing communication, community and media relations and public education.
- Methods, operational characteristics, services, and activities necessary for effective community outreach.
- Public policy process, local and regional government and environmental issues.
- Principles and practices of public speaking, public presentations and event planning.
- Principles of management, supervision, training and performance evaluation.
- Techniques and methods of preparing and reviewing information, news release and information materials including graphics and written copy.
- Principles, practices and methods of writing, publishing, and disseminating a variety of informational materials; of graphic design, photography, and printing.

- Microsoft Office Suite, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, and Adobe Acrobat as well as Joomla, Dreamweaver and/or HTML.
- E-mail marketing platforms such as Constant Contact.
- Research and statistical methods as applied to the collection, tabulation and analysis of data.

Ability to

- Take responsibility and work independently, as well as coordinate collaborative efforts and achieve work goals through first line supervisors.
- Convey complex information in a simple and understandable manner.
- Manage multiple priorities, meet deadlines, and quickly adapt to changing priorities in a fast paced dynamic environment.
- Achieve goals while providing accurate, timely, and meaningful progress updates.
- Work well under pressure.
- Be thorough and detail-oriented.
- Demonstrate patience, tact, and courtesy.
- Identify and solve problems effectively and expeditiously.
- Establish and maintain effective working relationships with persons encountered during the performance of duties.
- Direct, supervise and coordinate the work of assigned staff.
- Make effective and dynamic presentations to community groups, governmental bodies and the MCE Board and staff to achieve desired results.

Language and Reasoning Skills

- Exercise sound judgment, creative problem solving, and commercial awareness
- Possess keen communication capabilities, verbally, written and graphically through presentations
- Interact effectively with administrative bodies and MEA's Executive Officer and Board of Directors
- Possess time management, project management, dispute resolution and interpersonal relation skills
- Possess excellent customer service skills and communicate clearly and effectively with customers
- Understand, anticipate, and appreciate customer needs and concerns

Mathematical Skills

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is frequently required to use hands to finger, handle, or feel and reach with hands and arms. The employee is occasionally required to stand.

The employee must occasionally lift and/or move up to 20 pounds.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually moderate. However, the incumbent will attend meetings and community events outside of the office and on weekends and evenings on a regular basis.

ADA Compliance

MCE will make reasonable accommodation of the known or mental limitations of a qualified applicant with a disability upon request.