



Experience the rewards of working in public service in the 10th largest U.S. city!

Marketing and Communications Manager (Public Information Manager) - Community Energy Department - (2200920)

About the Department

The City of San José, the Capital of Silicon Valley, is one of the nation's best managed cities and one of the top ten cities in which to live, work, and do business. Moreover, San José is the center of cultural, government and economic activity for the region. The employees of the City of San José have embraced the following values: Integrity, Innovation, Excellence, Collaboration, Respect and Celebration.

To help accomplish its goal of being both innovative and environmentally responsible, the City of San José created the Community Energy Department in August 2017, to administer San José Clean Energy (SJCE), the City's brand-new Community Choice Energy (CCE) program. The mission of the Community Energy Department is to reduce Citywide greenhouse gas emissions, lower energy rates, and provide our community with a choice of energy providers, in addition to providing transparency, accountability, and outstanding customer service.

For more information about the Community Energy Department, please visit: <https://www.sanjosecleanenergy.org>

Positions & Duties

Per the City's COVID19 Mandatory Vaccination Policy, the City requires all employees starting on or after February 11, 2022, to provide proof of vaccination as a condition of employment absent a documented medical and/or religious exemption. Proof of vaccination means that employees are required to be "up-to-date" with regards to the COVID-19 vaccine. Consistent with the Santa Clara County Public Health Order issued on December 28, 2021, "up-to-date" means that an employee is not only "fully vaccinated," but has also obtained any booster doses of a COVID-19 vaccination for which they are eligible, within 15 days of first becoming eligible.

Please note that applications are currently not accepted through CalOpps or any other third-party job board application system. To apply, applicants must complete an application via the City of San Jose's website at www.sanjoseca.gov/citycareers.

The Community Energy Department is seeking to fill one (1) full-time Marketing and Communications Manager (Public Information Manager) position in the Account Management, Marketing, and Public Affairs Division. This advanced customer experience and communications position reports directly to the Deputy Director and will manage an existing Marketing and Communications team.

The Marketing and Communications Manager will serve as an expert to ensure San José Clean Energy follows a customer-centric approach to deliver an excellent customer experience. The Marketing and Communications Manager will also serve as the spokesperson for the Community Energy Department and manage internal and external communications. The ideal candidate will have a strategic outlook to align customer experience with organization objectives; a data-driven mindset to measure and track improvements; expertise in communication and storytelling to explain complex ideas and courses of action; and robust background in writing, community relations, marketing campaigns, and project management. Complex energy issues need to be clearly communicated to the public. This position will utilize strong industry experience to develop specialized marketing and behavior change campaigns, focus groups, and other community relations efforts to effectively serve all customers and improve service to traditionally marginalized communities.

The Marketing and Communications Manager will lead the department's Marketing and Communications team to provide community outreach and engagement efforts. Typical duties of this position may include, but are not limited to:

- Build and manage strategic communication channels to reach diverse customer segments and stakeholders including websites, digital newsletters, social media, blogs, email, and direct mail.
- Optimize marketing to drive customer participation in products, programs, and services to decarbonize and achieve ambitious renewable energy and climate action goals.
- Conduct analysis of customer journeys to streamline processes, increase customer satisfaction, and build consensus among community advocates toward a clean energy future.
- Present to community and customer groups.
- Write and edit internal and external communications including press releases for media outlet distribution and op-eds.
- Respond to requests for information from media outlets and other stakeholders.
- Maintain and uphold the department's public relations including collateral, logo, and brand materials.
- Support the department's legislative policy campaigns.
- Oversee communication compliance with regulatory requirements, including customer notifications.
- Contribute to City Council memos and presentations.
- Develop and manage campaign budgets.
- Supervise and coach a team of communication professionals.
- Coordinate with the City's Emergency Operations Center when needed.
- Other projects and assignments as requested.

This recruitment may be used to fill multiple positions in this, or other divisions or departments. If you are interested in employment in this classification, you should apply to ensure you are considered for additional opportunities that may utilize the applicants from this recruitment.

Competencies:

The ideal candidate will possess the following competencies, as demonstrated in past and current employment history. Desirable competencies for this position include:

- **Job Expertise** – Demonstrates knowledge of and experience with applicable professional/technical principles and practices, Citywide and departmental procedures/policies and federal and state rules and regulations.
- **Collaboration** - Develops networks and builds alliances; engages in cross-functional activities.
- **Fiscal Management** - Understands the relationship of the budget and resources to the strategic plan; complies with administrative controls over funds, contracts, and procurements.
- **Leadership** - Leads by example; demonstrates high ethical standards; remains visible and approachable and interacts with others on a regular basis; promotes a cooperative work environment, allowing others to learn from mistakes; provides motivational supports and direction.
- **Planning** - Acts to align own unit's goals with the strategic direction of the organization; defines tasks and milestones to achieve objectives, while ensuring the optimal use of resources to meet those objectives.
- **Political Skills** - In taking action, demonstrates an understanding and consideration of how it will impact stakeholders and affected areas in the organization.
- **Project Management** - Ensures support for projects and implements agency goals and strategic objectives.
- **Vision/Strategic Thinking** - Supports, promotes, and ensures alignment with the organization's vision and values; understands how an organization must change in light of internal and external trends and influences; builds a shared vision with others and influences others to translate vision to action
- **Communication Skills** – Effectively conveys information and expresses thoughts and facts clearly, orally and in writing; demonstrates effective use of listening skills and displays openness to other people's ideas and thoughts

Qualifications

Minimum Qualifications:

1. **Education:** A bachelor's degree from an accredited college or university in journalism, mass media communications, public relations, advertising, marketing or a closely related field
2. **Experience:** Six (6) years of increasingly responsible journalism, mass media communications, public relations or public information experience, including three (3) years of supervisory experience.
3. **Licenses or Certificates:** Valid California Driver's License may be required.
4. **Employment Eligibility:** Federal law requires all employees to provide verification of their eligibility to work in this country. Please be informed that the City of San Jose will NOT sponsor, represent, or sign any documents related to visa applications/transfers for H1-B or any other type of visa which requires an employer application.

Selection Process:

The selection process will consist of an evaluation of the applicant's training and experience based on the application, cover letter and resume, and responses to the Job Specific Questions. Only the candidates whose backgrounds best match the position will be invited to proceed in the selection process. Additional phases of the selection process will consist of one or more interviews, one of which may include a practical/writing exercise.

You will be prompted to answer the following job-specific questions during the online application process. Please note that there is a 4,000-character limit, including spaces, for applicable text response.

1. Do you have a bachelor's degree from an accredited college or university in journalism, mass media communications, public relations, advertising, marketing or a closely related field?
2. Please specify your degree, field of study, and the college or university where you obtained your degree. You may also include any additional degrees or applicable certifications that you have achieved.
3. Do you have six (6) years of increasingly responsible journalism, mass media communications, public relations or public information experience, including three (3) years of supervisory experience?
4. How have you obtained six (6) years of increasingly responsible journalism, mass media communications, public relations or public information experience, including three (3) years of supervisory experience.
5. Describe your ability to strategically build and manage communication channels and measure their success.
6. Describe the most complex "analytical" project you have worked on that required you to evaluate various types of data sets and make a recommendation about a course of action.
7. Please describe your approach to managing team and project performance in a creative environment.
8. Please attach a published document or a work product that best represents your writing style as part of your application submittal.

You must answer all job-specific questions in order to be considered for this vacancy or your application will be deemed incomplete and withheld from further consideration.

If you have questions about the duties of this position, the selection or hiring processes, please contact zoe.mcchesney@sanjoseca.gov

Additional Information

-[Link](#) to Benefits page

-[Link](#) to Department website

To apply, please complete an application via the City of San José's website at www.sanjoseca.gov/citycareers. **The application deadline is Tuesday, July 12, 2022 at 11:59 PM.** Please allow adequate time to complete the application and submit before the deadline or the system may not save your application. If your online application was successfully submitted, you will receive an automatic confirmation email to the email address you provided. **IF YOU DO NOT RECEIVE THE CONFIRMATION**, please email CityCareers@sanjoseca.gov and we will research the status of your application. Please contact Human Resources at (408) 535-1285, or Human.Resources@sanjoseca.gov if you have any questions.

Job Public Relations, Media and Marketing

Schedule Full-time

Employee Status Regular

Job Type Standard

Posting Date Jun 7, 2022

Minimum Salary 124,044.10

Maximum Salary 151,825.46

Bargaining Unit 1: UNIT 99