



City of San Jose

Marketing & Communications Manager (Public Information Manager) - Energy Department

SALARY	\$150,044.96 - \$183,649.18 Annually	LOCATION	San Jose Metropolitan Area
JOB TYPE	Full-Time	JOB NUMBER	202300587
DEPARTMENT	Energy Department	OPENING DATE	09/03/2024
CLOSING DATE	9/17/2024 11:59 PM Pacific		

Our diverse and inclusive workforce of more than 7,000 employees play a key role in the success of San José, the heart of the Silicon Valley. All City of San José employees work together as one team to make San José a vibrant, innovative, and desirable place to live and work. Visit [here](#) to learn more about San José.

About the Department

San José Clean Energy, or SJCE, is San José's local, not-for-profit electricity supplier operated by the City of San José's Energy Department. Since 2019, our dedicated and motivated team has provided clean energy for residents and businesses at competitive rates, while also offering community programs, local benefits, and increased transparency and accessibility. SJCE serves more than 350,000 customer accounts, and has contracted for more than 1 GW of power.

Joining our team means that you will be making a big impact on the fight against climate change. SJCE plays an important role in meeting San José's ambitious goal to be carbon neutral by 2030 and in implementing the City's climate action plan, Climate Smart San José. Thanks to SJCE, San Jose has one of the cleanest energy mixes of any large city and offers a 60% renewable product and a 100% renewable product.

Serving our community with respect and integrity is at the core of what we do. We center equity, diversity, inclusion and belonging in our work. The department also hosts active staff-led Culture and Racial Equity committees, and has won awards for its education and outreach work with Spanish and Vietnamese-speaking communities.

For more information about San José Clean Energy, please visit: www.sanjosecleanenergy.org.

Position Duties

The City of San José Energy Department seeks 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 be an expert to ensure San José Clean Energy follows a customer-centric approach to deliver an excellent customer experience. Acting as the spokesperson for the Energy Department, the

Marketing and Communications Manager will develop, execute, and oversee a broad spectrum of strategic external and internal initiatives and manage the reputation and branding of customer programs at San José Clean Energy.

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 a robust background in writing, community relations, marketing campaigns, and project management. 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.

Typical duties of this position may include, but are not limited to:

- Lead a team to develop and execute internal and external communication plans for SJCE.
- Manage and develop communications strategies for SJCE senior leadership and ensures the alignment of communication plans and messaging with City goals and objectives.
- 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.
- Analyze customer journeys to streamline processes, increase customer satisfaction, and build consensus among community advocates toward a clean energy future.
- Write and edit internal and external communications, including press releases for media outlet distribution and op-eds.
- Direct SJCE contact with the media proactively and reactively to respond to requests for information from media outlets and other stakeholders and raise awareness of SJCE affordability and customer programs.
- Work with the City Manager's Office, and/or other relevant departments to maintain and uphold the department's public relations, including collateral, logo, and brand materials.
- Manage and coordinate outside consultants retained to provide services such as website services, graphics, writing, advertising, and other related work, and is also responsible for communications and outreach-related budget preparation and tracking.
- Oversee communication compliance with regulatory requirements, including customer notifications.
- Contribute to City Council memos and presentations.
- Supervise, coach, and mentor a team of communication professionals.
- Coordinate with the City's Emergency Operations Center when needed.
- Other projects and assignments as assigned.

Minimum Qualifications

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.

Experience

Six (6) years of increasingly responsible journalism, mass media communications, public relations or public information experience, including three (3) years of supervisory experience.

Licensing Requirements

Valid California Driver's License may be required.

Form 700 Requirement

This position required a disclosure of outside investments, real property interest, income, and business positions. You must complete and file an "Assuming Office Form 700" with the City Clerk's Office within the first 30 days of employment with the office.

THIS IS A HYBRID POSITION, REQUIRING PART OF THE WORK WEEK TO BE ONSITE IN THE DOWNTOWN SAN JOSE OFFICE. The hybrid work schedule may change due to the department's business needs in the future.

Other Qualifications

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 regularly; promotes a cooperative work environment, allowing others to learn from mistakes; provides motivational support and direction.

Planning - Acts to align own unit's goals with the organization's strategic direction; 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 project support 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.

Salary Information

Public Information Manager: \$150,044.96 - \$183,649.18.

This range includes an approximate five (5%) ongoing non-pensionable pay. Actual pay shall be determined by the candidate's qualifications and experience.

Selection Process

The selection process will consist of an evaluation of the applicant's training and experience based on the application, 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.

To be considered for this vacancy, **candidates must answer all job-specific questions** and complete all sections in the on-line application (including education and work experience); otherwise, applications will be deemed incomplete and withheld from further consideration.

E-mail will be the default method of correspondence with applicants. To ensure that you receive timely notifications regarding your application status for this recruitment, please enter a valid e-mail address when submitting your application.

The application **deadline is 11:59 PM on Tuesday 09/17/2024.**

If you have questions about the duties of this position, the selection or hiring processes, please contact Vanessa Rojas via email at vanessa.rojas@sanjoseca.gov.

Benefits

The City of San Jose offers a wide range of core health benefits including Medical, Dental, Vision, Employee Assistance Program, Life Insurance, Disability, and Savings Plans. Please visit the City's [benefits page](#) for detailed information on coverage, cost, and dependent coverage.

For information on the City's Retirement Plan(pension for full-time employees), please visit the Office of Retirement Services [website](#). You will be able to view information based on different Sworn/Federated job classification.

In additional to the benefits above, there is an [additional perks site](#) to explore further benefits of working for the City of San Jose like paid leave, educational reimbursements, and holiday pay are specific to the job classification and union membership.

Additional Information:

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.

Please note that applications are currently **not** accepted through CalOpps or any other third party job board application system.

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.

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.

Agency

City of San Jose

Address

200 E Santa Clara St

San Jose, California, 95113

Phone

(408) 535-1285

Website

<https://www.sanjoseca.gov/>

Marketing & Communications Manager (Public Information Manager) - Energy Department Supplemental Questionnaire

***QUESTION 1**

What is the highest level of education you have completed?

- High School Diploma or the equivalent (GED)
- College (1 to 29 semester units/ 1 to 44 quarter units)
- College (30 to 59 semester units/ 45 to 89 quarter units)
- College (60 to 89 semester units/ 90 to 134 quarter units)
- College (90 to 119 semester units/ 135 to 179 quarter units)
- College (120 or more semester units/ 180 or more quarter units)
- Associate's Degree
- Bachelor's Degree
- Master's Degree
- Doctoral Degree
- Other
- None of the above

***QUESTION 2**

If you have a bachelor's degree or higher from an accredited college or university in a related field, please state the field of study and the issuing accredited college or university.

***QUESTION 3**

How many years of experience do you have in the journalism, mass media communications, public relations, or public information field?

- Fewer than six (6) years
- Six (6) years or more

***QUESTION 4**

How many years of supervisory experience do you have?

- Fewer than three (3) years
- Three (3) years or more

***QUESTION 5**

Describe your ability to strategically build and manage communication channels and measure their success.

***QUESTION 6**

Please describe your approach to managing team and project performance in a creative environment.

***QUESTION 7**

Please attach a published document or a work product that best represents your writing style as part of your application submittal.

* Required Question