

PIONEER

COMMUNITY ENERGY



**SEEKS A
DIRECTOR OF PUBLIC AFFAIRS,
MARKETING AND PROGRAMS**

ABOUT US

Pioneer Community Energy is a Joint Powers Authority among the cities of Auburn, Colfax, Grass Valley, Lincoln, Nevada City, Placerville, Rocklin, the Town of Loomis, and the Counties of El Dorado and Placer for the unincorporated areas of the Counties. Pioneer was created to provide local control over the electric supply with one of its primary goals to provide lower and more stable electricity rates to the residents and businesses within its member jurisdictions. Pioneer purchases the electric supply, while PG&E transmits and delivers the power over PG&E's poles and wires. Pioneer is a not-for-profit government organization. As a local government agency, Pioneer does not pay income taxes, and unlike an investor owned utility, Pioneer does not make distributions to shareholders. Pioneer invests in the local community through lower rates and programs that benefit local residents and businesses. Pioneer also sets the rates for electricity that it procures and provides to its customers. Pioneer's rates are stable and competitive when compared to PG&E. Enrollment started in February 2018, and was automatic, subject to a customer's choice to opt-out, which ensures fair and equal access to the benefits of Pioneer electricity rates and programs for all ratepayers. The Pioneer Community Energy offices are located in the Placer County community of Rocklin.

OUR COMMUNITIES

Pioneer's service territory is in California and is part of the Greater Sacramento metropolitan area. Its territory is geographically in both the Sacramento Valley and Sierra Nevada regions. The territory includes quaint gold mining towns, and vibrant, thriving suburban areas, as well as a foothill region dotted with small ranchettes and farmlands. The foothills and higher elevations offer a wide variety of leisure and challenging recreational activities including white water rafting, water skiing and other water sports, snow skiing, hiking, fishing, street and mountain biking, and horseback riding. Placer County is home to Sierra College and William Jessup University. Whether you want to visit its many wineries and breweries, hike, bike or ride its many trails, or relax at beautiful Lake Tahoe, Pioneer territory offers something for everyone.

THE POSITION

The Director of Public Affairs, Marketing and Programs is responsible for the development, management and implementation of programs to communicate, promote and market Pioneer Community Energy and its programs and services. The position directs and oversees customer relations, account management, and account and billing services. Duties include:

- Developing, planning and implementing Public Affairs Marketing and Programs Division goals and objectives; recommending and administering policies and procedures.
- Coordinating Public Affairs, Marketing and Programs Division activities with those of other division and outside agencies and organizations; providing staff assistance to the Executive Director and Board of Directors; preparing and presenting staff reports and other necessary correspondence.
- Supervising and participating in the development and administration of the Public Affairs, Marketing & Programs Division budget; directing the forecast of additional funds needed for staffing, equipment, materials and supplies; monitor and approve expenditures; implementing mid-year adjustments.
- Planning, executing and evaluating strategic marketing campaigns, collateral and promotional material that supports business and community development goals.
- Developing and maintaining strategic partnerships to create opportunities for program funding, new program markets and the effective implementation of programs.
- Overseeing funding applications and grants.
- Designing energy efficiency and other demand-side management programs including developing metrics to gauge program success.
- Managing and implementing energy efficiency or other demand-side management programs.
- Developing and implementing strategy as it relates to key accounts, programs and services including large commercial and municipal customers.
- Providing direction, guidance and review of community outreach plans and business development plans to increase customer acquisition, encourage participation in various programs, and support customer retention.

QUALIFICATIONS

Qualified candidates will possess knowledge of principles, techniques and methods of public information, integrated marketing communications, community and media relations and public education; utility or municipal energy efficiency programs; methods and technologies for developing effective customer service programs; and energy efficiency conservation strategies including energy efficient building construction, demand response, distributed generation, Advanced Metering Infrastructure (AMI) technology, and electric vehicle infrastructure.

EXPERIENCE AND EDUCATION

Any combination of experience and training that would provide the required knowledge, skills and abilities would be qualifying. A typical way to obtain the required knowledge, skills and abilities would be:

Experience:

Seven years of increasingly responsible experience in the development, implementation and management of community outreach and public relations programs.

Training:

Bachelor's degree from an accredited college or university with major course work in Business Administration, Public Administration, Public Relations, Communications or a related field.

COMPENSATION PACKAGE

Salary - The salary range is \$165,126-\$246,852, with placement dependent on qualifications.

Benefits - Pioneer's offices are newly renovated, bright and modern with plentiful free parking. The office is conveniently located in Rocklin with quick and easy access to Interstate 80, and many shops and restaurants within walking distance, as well as two fitness centers on the same block. Additionally, Pioneer offers:

- 11 paid holidays
- In addition, December 24th through January 1st are observed as paid holidays
- 12 days paid personal and family sick and medical leave
- 3 days paid for bereavement leave
- 40 hours of Volunteer Paid Time Off to allow employees to support the community in which they work.
- Vacation at 10 days for 0-2 years of service, 12 days for 3-4 years of service, 15 days for 5-9 years of service, 20 days for 10-19 years of services, 25 days for 20+ years of service
- 80 hours of management leave
- Excellent health insurance options, including medical, dental, and vision for employees and their dependents with Pioneer paying up to \$1,965 per month for employee and dependent coverages
- Employer contribution to a 401(a) deferred compensation plan (\$22,500)
- Additional Employer contribution of 3% of salary to a 401(a) deferred compensation plan
- Flexible Spending Account (FSA) with Health & Dependent Care options
- Access to professional development opportunities and team-building activities

APPLICATION AND SELECTION PROCESS

To be considered, submit an application, cover letter, resume, and three professional references to Shellie Anderson at Bryce Consulting. The recruitment is open until filled with the first screening by July 31, 2023.

Shellie Anderson Bryce Consulting, Inc.

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