



## **DIRECTOR, PUBLIC RELATIONS AND MARKETING**

Salary range: \$180,765 - \$301,275 annually

### **SUMMARY DESCRIPTION**

The Director of Public Relations and Marketing plays a key leadership role in Sonoma Clean Power's (SCP) external voice and communications. This position works in close coordination with all senior leadership. The Director sets strategic direction for marketing, advertising, media relations, social media, and community outreach. They serve as SCP's primary spokesperson and lead a team to build SCP's brand, deepen customer and community relationships, and advance SCP's mission to provide affordable clean energy in Sonoma and Mendocino Counties.

Success in this role requires strong leadership in public engagement, strategic communications, budgeting, and contract management, along with the ability to build partnerships, navigate public and political environments, and support opportunities that advance SCP's community-focused outreach.

### **REPORTING AND SUPERVISION**

Direct supervision is received from the Chief Operating Officer. Regarding brand strategy and public relations, the Director works directly with the CEO. This position manages performance and provides daily supervision of assigned staff and outside vendors retained to assist in carrying out the responsibilities of the position.

The FLSA classification of this position is Exempt.

### **ESSENTIAL JOB FUNCTIONS**

*These job functions, in general terms, describe the type and level of work performed as well as the responsibilities of the Director of PR & Marketing. Management reserves the right to add, modify, change, or rescind the assignments of any position and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

The Director of PR and Marketing will:

- Partner with the Director of Community & Governmental Relations on community engagement issues and projects.

- Develop the strategic framework and measurable outcomes for SCP's marketing, advertising, public relations, and social media initiatives, overseeing effective departmental execution.
- Manage external communication programs including community outreach and provides continuous information to the media.
- Provide highly responsible and professional assistance to the CEO/COO and the Board of Directors for public and internal communications. Hire and successfully manage department staff to carry out departmental activities. Set goals and perform annual evaluations of assigned staff.
- Develop and manage the budget and implementation of the Agency's Marketing/Advertising, Public Relations, and Community Outreach efforts.
- Participate and contribute to development of overall strategies, goals and direction.
- Manage and coordinate outside consultants retained to provide website services, marketing collateral, copywriting, advertising, and other related work; ensure staff that updates the SCP website is on task.
- Establish rapport, build coalitions, and coordinate with similar agencies, either directly or through leadership positions in membership associations and committees, in order to promote the Authority. May represent SCP by serving on Boards of Directors for local business and non-profit groups, as appropriate.
- Develop and maintain good relationships with the local elected officials, the business community, business owners, and managers; make presentations at local business events, seminars, and meetings.
- Develop and administer appropriate research such as rate surveys, customer satisfaction surveys, or other research as required.
- Attend and present at regularly scheduled Board and Committee meetings as requested by the CEO and/or COO.
- Have the ability and understanding to adhere to SCP's Personnel Rules and Policies.
- Perform related duties and responsibilities as required.

## **REQUIRED QUALIFICATIONS**

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

**Education:** Equivalent of a Bachelor's degree from an accredited college or university with major course work in public relations, communication, journalism, or a related field **AND**,

**Experience:** Ten (10) years of increasingly responsible experience in the development and administration of services marketing, public relations and community outreach programs. At least seven (7) years of that experience managing multiple staff and outside contractors

or consultants. Experience in a service industry is desirable. Spanish language proficiency is desirable.

## **DESIRED KNOWLEDGE, SKILLS AND ABILITIES**

- Principles and practices of public relations, media relations, marketing, and advertising.
- Knowledge of public sector organizational and administrative practices, including applicable Federal, State, and local laws, codes, and regulations.
- Strategic communications planning, brand management, and community outreach program design.
- Digital marketing, social media platforms, web content management, and emerging communications technologies.
- Principles and practices of budget preparation and administration, and supervision and training of staff.
- Energy markets, utility operations, and the California electricity regulatory environment are a plus; the Authority will invest in onboarding a candidate with strong communications credentials who is willing to learn the industry.
- Ability to lead and develop a team. Set clear expectations, delegate effectively, and hold people accountable.
- Ability to develop and execute integrated communications strategies that serve multiple audiences.
- Skill to respond tactfully and accurately to sensitive media and public inquiries under pressure.
- Work independently, using good judgment and initiative in carrying out assignments; set goals and priorities and carry out multiple assignments concurrently with minimal supervision.
- Think critically and strategically; properly interpret and make decisions in accordance with applicable SCP goals, policies, and strategic plans. Use research and data to evaluate program effectiveness and guide decision making.
- Write and speak with clarity, precision, and persuasiveness across formats: press releases, talking points, board presentations, social media, radio, community presentations and long-form content.
- Research and implement new technologies related to marketing, public affairs, and community outreach programs.

## **PHYSICAL AND WORKING CONDITIONS**

*The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable*

*accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Normal office environment with exposure to computer screens. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing the Authority's policies and procedures. The members of the PR and Marketing Team also work at a wide variety of events and community meetings. These events may expose staff to the elements and/or loud noise levels.

**Physical:** While performing these duties, employees are regularly required to sit, walk, and stand; talk or hear, in person and by telephone; reach with hands and arms. Employees are occasionally required to walk and stand for prolonged periods; stoop, bend, kneel and twist; and may lift up to 20 pounds. Employees must be able to communicate in person, in writing, and by telephone with Board members, management, coworkers, vendors, consultants, and with the public in face-to-face, one-to-one, and group settings.

**Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and operate assigned equipment.

**Hearing:** Hear in the normal audio range with or without correction.

**Mental:** While performing the duties of this class, the employee is regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret situations; learn and apply new information or skills; perform highly detailed work; work on multiple concurrent tasks; work with frequent interruptions; work under intensive deadlines; interact with Authority managers, Board, staff, vendors, the public and others encountered in the course of work.

*SCP actively works to provide an inclusive work environment, where people of different ethnicities, national origins, native languages, races, skin colors, sexes, genders, sexual orientations, ages, physical abilities, genetics, politics, religion, financial wealth, and education feel welcome, safe, and invited to fully participate at every level. SCP further seeks to contribute to a more inclusive and equitable society through our actions, our communication, our policies, and our investments. SCP expects all its employees to contribute to these goals.*

**SONOMA CLEAN POWER IS AN EQUAL EMPLOYMENT OPPORTUNITY  
(EEO)/ AND AMERICAN DISABILITIES ACT (ADA) EMPLOYER**