



## **Manager of Marketing and Digital Strategy**

### **Who We Are**

Clean Power Alliance (CPA) is Southern California's locally operated non-profit default electricity provider for 32 communities within Los Angeles and Ventura counties and the fifth largest electricity company in the State of California. We provide clean renewable energy at competitive rates to over three million residents and businesses through approximately one million customer accounts.

### **What You'll Do**

The Manager of Marketing and Digital Strategy will oversee strategy, execution, and measurement for CPA's marketing campaigns, as well as serve as the CPA brand manager and lead digital strategist for one of the nation's top providers of clean energy. This is a unique and rewarding opportunity to promote an organization and its programs which are leading the way to a clean energy future while supporting the many diverse Southern California communities CPA serves.

### **Who You'll Work With**

The Manager of Marketing and Digital Strategy will work under the direct supervision of the Director of External Affairs and will work closely with CPA's Customer Programs, Power Planning & Procurement, Government Affairs, Technology, Data, and Customer Care teams. As an integral member of the External Affairs team, the Manager of Marketing and Digital Strategy will collaborate with a talented internal team as well as marketing firms and consultants.

### **Commitment to Diversity**

At CPA, we value diversity and are committed to creating an inclusive environment for all employees. We represent a diverse customer base and intend to hire employees that reflect our communities. Clean Power Alliance provides equal employment opportunities to all applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

### **Culture**

CPA fosters a culture of open communication, responsibility, and intellectual curiosity. As a small team that has quickly built the largest Community Choice Aggregation program in the country, high levels of trust, collaboration, and mission alignment are key factors in success. We value fact-based creativity in our work, accountability with our stakeholders, and promote ethical engagement and diversity with our brand.

### **Successful Candidates Must Demonstrate the Following Abilities:**

- Have a strong work ethic and be comfortable taking initiative/working in a fast paced, start-up environment

- Be highly collaborative and work well on diverse teams and with consultants
- Experience working with local governments, including staff and elected officials
- Proven experience achieving business objectives using various marketing tactics with a focus on digital platforms
- Be customer service focused (internal and external customers)
- Be a strong compelling communicator who speaks and writes clearly
- Have a high tolerance for uncertainty, but know how and when to bring things to resolution
- Have strong analytical skills and attention to detail
- Handle multiple priorities to meet deadlines and escalate key issues
- Be able to interpret and explain policies, procedures, and regulations

### **Duties and Responsibilities**

- **Marketing the CPA brand and programs:** Lead the development, implementation, and measurement of marketing and strategies to promote the agency and its customer programs.
- **Marketing and customer acquisition:** Lead activities to recruit and coordinate with community and industry partners; coordinate with CPA's Programs Department and member agencies to publicize program opportunities among eligible customers.
- **Brand manager:** Responsible for developing a brand strategy for the organization's target market. As the 'brand guardian', maintain brand consistency across all marketing initiatives and communications.
- **Market research and intelligence:** Responsible for ensuring the CPA brand, products, programs, and messaging resonate with current and potential communities and customers. This is accomplished by collaborating with internal customer care and data teams as well as external consultants.
- **Digital strategist:** Develop strategy to optimize performance across all digital platforms including CPA's website, customer emails, social media, mobile apps and future platforms.
- **Project management:** Responsible for all aspects of program and project implementation including managing multiple consultants and contracts, as well as developing and adhering to approved budgets.
- **Measurement, analytics, and verification:** Develop indicators to measure program effectiveness. Analyze program outcomes to modify implementation activities. Develop and implement verification protocols to support cost and environmental effectiveness claims.
- **Written reports and oral presentations:** Prepare written reports and conduct oral presentations to CPA's Board of Directors, Board Committees, executive management, customers, and community & industry groups.
- **Team Management:** Manage teams of project staff, consultants, community stakeholder groups and contractors.
- **Perform other duties as assigned.**

## **Qualifications**

Candidates must have a bachelor's degree and at least 5 years of experience in marketing and digital strategy. Must be able to sit at a desk and work on a computer for prolonged periods.

## **Required Skills**

- Demonstrated experience in marketing on digital platforms (social media, web sites, paid search, organic search, customer email strategy development and deployment)
- Demonstrated experience with market research, measurement and ROI
- Demonstrated experience managing creative consultants
- Excellent verbal communicator
- Strong written communications
- Demonstrated experience working with a combination of staff and consultants
- Highly proficient with Microsoft Office Suite, particularly Excel and PowerPoint

## **Preferred Skills**

- Knowledge and understanding of the CCA business model and the ability to articulate how customer programs support this model
- Knowledge of the principles of design, as well as ability to create and edit in InDesign or other similar design programs
- Creative problem solver
- Experience marketing and outreach to diverse Southern California community
- Experience in energy or working with government agencies
- Experience with Adobe Creative Cloud Solutions

## **Salary and Benefits**

The salary range for this position is \$100,000 to \$130,000 with exact compensation to be determined by Clean Power Alliance, dependent on experience. Benefits include health care, a 401(k)-like match program, paid vacation, and sick leave. This is not a civil service position.

## **How to Apply**

Candidates should send a succinct and well-written cover letter and resume with 3 references to [jobs@cleanpoweralliance.org](mailto:jobs@cleanpoweralliance.org). The start date for the position is as soon as possible and will remain open until filled.