



Visual Storyteller, Graphic Design and Web Design

Who We Are

[Clean Power Alliance](#) (CPA) is Southern California's locally operated not-for-profit default electricity provider for 30 communities plus the unincorporated areas within Los Angeles and Ventura counties and the 5th 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

CPA is seeking a **Visual Storyteller** who engages, informs, and inspires. We are seeking a highly creative graphic designer with web design experience who can take conceptual ideas and create visual representations, both in print and digital media. The visual storyteller should be able to take direction from written or spoken ideas and convert them into a design with impact. The successful candidate will have a thorough understanding of branding and marketing, with the ability to vary style and layouts depending on the project.

Who You'll Work With

The Visual Storyteller reports to the Director of Communications and Marketing. You will work within the marketing and communication team, but also collaborate with multiple teams at our company.

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:

- Expert knowledge of current design software and be skilled in every step of the design process from concept to the final deliverable
- Ability to create visually exciting web content that furthers our story
- Ability to create original, visually dynamic social media content
- Update and maintain internal databases of designs, photos, and videos
- Develop concepts by hand or with software, and execute original content determining ideal usage of color, text, font style, imagery, and layout

Duties and Responsibilities

- Collaborate, brainstorm, and strategize with multiple teams or clients for a wide range of materials that may include web pages, presentations, programming collateral, signage, internal communication, newsletters, and marketing materials



- Work on a wide range of projects and media, using various computer software to visualize and develop innovative graphic designs that meet business goals
- Obtain input from program and project managers, ensuring designs meet organizational standards and brand expectations, express ideas accurately, and represent the objectives
- Work independently and cooperatively on multiple projects with the marketing and programs team, meeting deadlines and budget constraints, and scheduling project implementation based on workload
- Manage the design and uploading process of all project material, understanding best practices for using a content management system
- Use trend intelligence and an understanding of the current and historical business and market to design and execute specific classifications
- Examine existing processes, identify flaws, and create solutions to improve design capabilities
- Perform other duties as assigned.

Qualifications

- Bachelor's degree in graphic design, art, or similar discipline
- 2-4 years proven experience with graphic design, with a strong portfolio of work
- **Residing in Southern California is required.** To be in the field at events to take pictures, create video, interview members of our communities and member agencies etc.
- Experience with web design and creating visually exciting pages that engage
- Experience working with government agencies preferred
- Experience with social media channels
- Experience with photography

Required Skills

- Excellent project management skills and proven ability to collaborate with diverse stakeholders
- Excellent communication skills and ability to successfully present content and ideas
- Organizational and time-management skills for meeting deadlines in a fast-paced environment
- Be culturally competent and comfortable with multicultural designs that can target different customer segments
- Strong understanding and practice of user experience and visually translating complex topics into engaging and informative content
- Exceptional creativity and innovative design skills
- Must have a strong command of design software, including Adobe Illustrator, InDesign, Photoshop, Dreamweaver, etc.

Work Location

Residing in Southern California required for this position. This position is eligible for either Hybrid or Remote options. The Hybrid option requires 2-3 assigned days in the Downtown Los Angeles office and includes an enhanced transportation allowance. The Remote option requires you to reside in Southern California to be available to attend field events to create content for the Marketing and Communications team. It also requires in-person attendance at organization or team-wide events 3 times per year for 3-5 days per event.

Salary and Benefits

The salary range for this position is \$90,874- \$123,289, 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; however, all CPA employees are required to submit a Statement of Economic Interests form, also known as the Form 700.

How to Apply

Candidates should apply on [CPA's LinkedIn Page](#). The start date for the position is as soon as possible and will remain open until filled.