



Manager/Senior Manager - Community Strategies

General Class Description: Under general direction of a Director, a program or project Manager assists in planning, organizing, coordinating, and managing programs or activities of their associated department; provides professional assistance to staff; performs related work as assigned. This class has lead responsibility for planning and implementation for one or more programs or functional areas. A Manager is responsible for accomplishing program goals and objectives, and directs the day-to-day operations and activities of their designated program or functional area within a department. A Manager works with their Director to ensure consistent and efficient implementation of agency operational policies and long-term operational excellence. This position class is distinguished by complex and widely-scoped duties related to program and project management, subject-matter expertise, and may include supervisory responsibility. This position exercises considerable discretion and independent judgment in the coordination and prioritization of duties and responsibilities assigned, and in acting on behalf of the department Director in their absence.

Position Summary

Under general direction, the Community Strategies Manager has responsibility for a wide range of matters related to RCEA's marketing, community engagement and education efforts, including facilitating stakeholder partnerships and public engagement, outreach activities including advertising, social media presence, event coordination, and other day-to-day communications and public relations activities. This position manages the planning, staffing, and oversight of the Community Strategies team, which includes customer service and front office/reception functions. The position requires knowledge of community outreach and engagement strategies, public relations, and marketing for an organization with multiple programmatic areas of focus.

Essential Functions and Responsibilities

Duties are illustrative only and may vary. Other duties may be assigned.

- Work closely with RCEA Directors to deepen and refine all aspects of communications, including web and social media presence and external relations.
- Develop and implement a community engagement strategic plan including presentations, newsletters, sponsorships, memberships, and event outreach.
- Develop and implement the organization's strategy for targeted outreach for rural, hard-to-reach and equity priority communities and facilitate ongoing Tribal engagement.
- Plan and execute strategic marketing campaigns to support organizational and program initiatives.
- Work closely with RCEA Directors and program teams to develop and distribute press announcements and respond to press inquiries using consistent organizational standards and best practices.
- Plan, organize and implement a wide variety of events including community meetings, workshops, press conferences and ceremonial functions.
- Coordinate the preparation of organization and program collateral and promotional material, paid advertising, and social media content.
- Oversee front-office duties including main reception and general inquiries
- Oversee necessary updates to the website design and content, with close coordination from the IT team for technical support.
- Provide supervision to assigned staff members
- Act as liaison with third party contractors specific to the Community Strategies team.

- Support the ongoing implementation of RCEA's Racial Justice Plan and actively engage in justice, equity, diversity, and inclusion efforts within the organization.

Minimum Qualifications

Experience/Education:

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

- Education or experience equivalent to a Bachelor's degree or greater in communications, marketing, public affairs, energy management, environmental sciences or a closely related field
- A minimum 5 years (7 years for Senior Manager designation) of progressively responsible experience in marketing or community engagement.

Knowledge of:

- Principles and methods of integrated marketing communication, community and media relations, and public education.
- Methods, operational characteristics, services, and activities necessary for effective community outreach and engagement of diverse audiences.
- Principles of Environmental and Social Justice.
- Best practices for event planning and front office services.
- Principles, practices and methods of preparing and reviewing information, including graphics, written and spoken copy; publishing and disseminating information; graphic design, photography, videography, print, and web-based delivery.
- Concepts of public administration.
- E-mail and listserv marketing platforms and customer relationship management platforms.
- Microsoft Office Suite, Adobe Creative Suite, and web development tools such as WordPress, Joomla, Dreamweaver and/or HTML.

Ability to:

- Learn and understand the history of Community Choice Aggregation legislation and implementation in California, energy efficiency standards/Title 24 and implementation in California, the Governor's Zero Emission Vehicle Action Plan, and the history, implementation, and operation of RCEA.
- Plan and organize multiple, often simultaneous marketing campaigns and/or activities, often with varying goals and metrics.
- Create effective and dynamic communications materials to convey complex information to a wide and varied audience.
- Establish and maintain effective relationships with diverse community stakeholders.
- Provide excellent customer service and communicate clearly and effectively with colleagues and customers.
- Identify and solve problems effectively and expeditiously.
- Direct, supervise, and coordinate the work of assigned staff.
- Manage multiple priorities, meet deadlines, and quickly adapt to changing priorities in a fast-paced dynamic environment.
- Work well under pressure.
- Be thorough and detail-oriented.
- Communicate clearly and effectively, both verbally and in writing. Bilingual language skills are a plus.
- Demonstrate patience, tact, teamwork and commitment to superior service and performance.

Working Conditions and Essential Requirements

The physical demands described here are representative of those required for the position. Position requires sitting, walking, standing, bending, and twisting in the performance of daily activities. The position requires hand manipulation and repetitive hand movement and fine coordination in using a computer keyboard and other office equipment. The position requires near and far vision in reading reports and use of a computer. Acute hearing is required in supporting meetings and providing phone and in-person customer service. The position occasionally requires lifting and/or moving objects. RCEA will make reasonable accommodation of the known physical or mental limitations of a qualified applicant with a disability upon request. Possession and continued maintenance of a valid class C California driver's license or the ability to provide alternate transportation and a safe driving record is required.

Preferred Qualifications

- Education to the Masters of Science or Arts level in a related field.
- Knowledge of RCEA programs.
- Prior experience working with public agencies and/or public utilities.
- Experience working with organizations involved with projects and programs in the areas of environmental and economic development.
- Experience working in an entrepreneurial context.

THE REDWOOD COAST ENERGY AUTHORITY IS COMMITTED TO A DIVERSE WORKFORCE AND IS AN EQUAL OPPORTUNITY EMPLOYER. RCEA MAINTAINS AND PROMOTES A POLICY OF NONDISCRIMINATION AND NONHARASSMENT ON THE BASIS OF RACE, RELIGION, COLOR, SEX, AGE, HANDICAP, MARITAL STATUS, SEXUAL ORIENTATION, AND NATIONAL ORIGIN OR GENETIC CHARACTERISTIC.