



815 E Street, Suite 12716  
San Diego, CA 92112  
[SDCommunityPower.org](http://SDCommunityPower.org)

## OPEN POSITION ANNOUNCEMENT!

# Director of Public Affairs

Open until filled. Issued: 8/01/2022

*San Diego County – hybrid work schedule – in-office and telecommute*

### About the role

**San Diego Community Power (SDCP)** seeks a Director of Public Affairs who will oversee the communications and external affairs efforts of the organization, including working collaboratively with internal staff and external consultants to guide, support and implement SDCP strategy in public affairs, community development and strategic marketing to support our mission and vision. This position will also lead the development of Marketing and Communication plans and strategies including public relations, media relations, digital communications, key messaging, storytelling, and brand experience. This individual will manage several staff and report to the Chief Executive Officer or his/her delegate.

### Who is San Diego Community Power?

San Diego Community Power is a community-owned organization that provides affordable clean energy and invests in the community to create an equitable and sustainable future for the San Diego region. We aim to be a global leader, inspiring innovative solutions to climate change by powering our communities with 100% clean affordable energy while prioritizing equity, sustainability, and high-quality jobs. We are a values-led, mission driven organization grounded in Justice/Equity/Diversity/Inclusion (JEDI), Impact, Integrity, Innovation, Servant Leadership, and Togetherness.

### Our History

San Diego Community Power (SDCP) was formed in 2019 as a public, not-for-profit community choice aggregator (CCA) in the San Diego region. We began electric service in 2021 and serve five member agencies: San Diego, Chula Vista, Encinitas, La Mesa and Imperial Beach, with the unincorporated communities of the County of San Diego and the City of National City joining in 2023. SDCP was formed to bring local control and customer choice to San Diego while also providing clean and renewable energy at competitive rates. By the end of 2023, SDCP will provide electricity for nearly half the electric load in San Diego Gas and Electric's service territory and will be the second largest CCA in California. For more information, please visit [SDCommunityPower.org](http://SDCommunityPower.org).

### Commitment to Diversity

At SDCP, we value diversity and are committed to creating an inclusive environment for all employees. We represent a diverse customer base and hope to hire highly qualified employees reflective of our communities. We provide equal employment opportunities to all applicants for employment and prohibit

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.

## Essential Job Duties and Responsibilities

- Plans, organizes, and directs media and public affairs activities; ensures that the media and the public are provided with prompt responses on a day-to-day basis; determines and approves information and messages that will be provided to the media and the public to ensure the SDCP is promoted in a favorable manner.
- Serves as media spokesperson for SDCP and responds to public and media inquiries.
- Writes, reviews and edits news releases, media advisories and gives media interviews as necessary.
- Assist agency leadership with talking points and brand guidelines.
- Directs advertising program; directs and oversees the work of the external advertising and marketing firms; directs and oversees the development, negotiation and administration of marketing contracts.
- Develop crisis communication response strategies to support comprehensive, structured, and rapid crisis engagement and flawless execution.
- Develop close partnerships with members of local and trade media and develop community interest features that highlight SDCP's work.
- Coordinate all media events and coverage of SDCP and its projects including print, web and video.
- Lead/ manage the identification of trends, monitoring of current events, and proactive outreach to influencers to anticipate opportunities for SDCP to engage in and/or lead local or national conversation on clean energy.
- Assist outreach and programs staff in community relations and support all opening / dedication ceremonies.
- Distill complex information into simple, clear messaging using examples, stories, and community information that are relevant and resonate with the customers, stakeholders and general public.
- Uses the strategic brand platform and messaging to develop marketing programs and content that position and promote the SDCP brand.
- Guide the development and execution of a comprehensive year-round communication plan to keep supporters and partners informed and engaged.
- Oversee the development and implementation of social marketing, public and media relations, website content, communication/resource development materials and brand management.
- Provide guidance and support for web design and implementation strategy and work with Marketing Manager on key messaging and areas of emphasis.
- Guide strategy on press outreach, including messaging in press releases, creation of press kits and materials, interview preparation, and responses to media.

## Expected Knowledge, Skills and Abilities

- Motivational, positive, supportive team leader, with a passion for JEDI (Justice, Equity, Diversity and Inclusion).
- Knowledge and familiarity of the region and a network of local contacts/relationships.
- Established media relationships and a solid understanding of media landscape.
- Knowledge of contemporary marketing, communications, and outreach techniques, including how to be actively inclusive of diverse stakeholders.
- Experience building teams and managing staff and consultants.
- Excellent project management experience, with the ability to lead and execute multiple time-sensitive projects
- Experience with and skilled in marketing, communications (including crisis communications and community engagement), public relations techniques and strategies, and documenting related metrics.
- Experience with contract management, and management of consultants.
- Strong commitment to sustainability, community energy, and mission driven work.
- Proven track record of providing thoughtful, strategic, collaborative and effective executive leadership.

## Education and Experience

- +8 years of PR/Communications management level experience and/or degree in Marketing or Public Relations
- Strong, clear written and verbal communicator, with the ability to tailor messages for different audiences. Ease in relating to diverse communities.
- Experience in public agencies and/or energy industry
- Creative problem solver and self-starter.
- Spanish language proficiency is preferred
- High proficiency with Microsoft Office Suite, Word, Excel and PowerPoint and ability to use virtual meeting applications.

## Work Environment & Conditions

Prolonged periods sitting at a desk and working on a computer. Must be able to lift up to 15 pounds at times. Regular travel locally, up to 50% of the time.

At SDCP we work in the communities we serve and in the office. SDCP works to ensure a safe and healthy workplace for employees and in our communities. SDCP requires employees to be fully vaccinated for COVID-19. Exemptions to the vaccine requirement will be considered for individuals with medical conditions that prevent them from being vaccinated and for individuals with sincerely held religious beliefs that prohibit them from being vaccinated, consistent with governing labor laws.

SDCP is an agency required to adopt and promulgate a Conflict of Interest Code ("COI"). The COI code requires employees in designated positions, including those identified under the interim disclosure process to file a Statement of Economic Interests (Form 700) on an annual

basis. A Successful candidate accepting this position may be required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices Commission.

*This job description may not be inclusive of all assigned duties, responsibilities, or aspects of the job described, and may be amended at the discretion of SDCP as needed.*

## Compensation

**Starting Salary Range:** \$180,000 to \$200,000 annualized pay – commensurate with experience.

**Benefits:** Standard benefits package including but not limited to:

**Insurance:** SDCP offers a group health benefits plan, including health care, vision, and dental insurance, for eligible employees. Health care support amount towards benefits elections equal to \$1,200 per month.

**Retirement:** SDCP offers a 457(b) plan for employee contributions and offers a 10% employer contribution to a Money Purchase Plan.

**Paid Time Off:** 11 holidays per year + paid winter holiday (between 12/24-12/31), 160 hours of accrued paid time off per year (increases with time in service. Paid baby bonding time.

## How To Apply

Applicants must submit their resume, cover letter, and references using the “Apply today” functionality on our Career Opportunities webpage at:

[SDCommunityPower.org/about/career-opportunities](https://SDCommunityPower.org/about/career-opportunities)

**SAN DIEGO COMMUNITY POWER IS AN EQUAL EMPLOYMENT OPPORTUNITY (EEO) AND AMERICAN DISABILITIES ACT (ADA) EMPLOYER.**