



Senior Associate, Customer Outreach (Temporary Position)

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 Senior Associate, Customer Outreach will support community outreach programs on a variety of initiatives including the upcoming default rate changes in three member agencies, working as a point of contact with city staff members developing and implementing community outreach programs and will serve as a back-up for an existing position. This role will interface with key stakeholders at our member agencies and on our Community Advocacy Committee, as well as prepare various communications such as press releases, media responses, FAQs, website content, op-eds, and material to help our stakeholders and customers understand electricity rates. This person will work with the Director of External Affairs to develop and execute community outreach strategies to engage and educate members of the community. Additionally, this role will provide project management assistance and support other strategic initiatives.

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 Senior Associate, Customer Outreach works under the supervision and direction of the Director of External Affairs. The person may also work with CPA's Executive Director, COO, General Counsel, as well as the Policy, Technology, Data, and Customer Care teams. This position is integral to the External Affairs team and will collaborate with talented internal teams, as well as outside 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:

- Ability to think strategically and implement all tactics involved with assigned programs.
- Have a strong work ethic and be comfortable taking initiative working in a fast paced, start-up environment.
- Highly collaborative and work well on diverse teams as well as with consultants and external stakeholders.
- Experience working with local governments, including staff and elected officials.
- Proven experience achieving business objectives using various marketing and communications strategies and tactics.
- Customer service focused with both 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.
- Strong analytical skills and attention to detail.
- Handle multiple priorities to meet deadlines and escalate key issues.
- Ability to interpret and explain policies, procedures, and regulations.

Duties and Responsibilities

- **Developing communications and outreach plans:** Lead the development of research-driven outreach plans in coordination with member agencies and other stakeholders.
- **Develop communications and outreach materials:** Draft news releases, fact sheets, web copy, direct mail, talking points, presentations, etc. in support of CPA, its programs, and initiatives.
- **Coordination:** Work collaboratively with representatives from member agencies, elected officials, CPA staff and marketing consultants to gain concurrence and approval on plans and materials.
- **Team support:** Provide writing, editing and brainstorming support to other members of the CPA team when needed.
- **Project Management:** Responsible for establishing a schedule for assigned projects, adhering to the established schedule, and managing to the assigned budget.
- **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:** Write reports and develop presentations that may be shared with CPA's Board of Directors, Board Committees, executive management, customers, and community & industry groups.
- **Other duties as assigned.**

Qualifications

Candidates must have a bachelor's degree and at least 5 years of experience in strategic communications and media relations. CPA may consider equivalent experience to University Degree and 5 years relevant experience. Candidates must be located in the Los Angeles area and available to attend in person meetings throughout the region as needed. Must be able to sit at a desk and work on a computer for prolonged periods. Currently, this position is temporarily remote; however, when the office reopens in September, this position is expected to report to our downtown Los Angeles office 2-3 days per week. (Actual days of the week to be worked in the office will be determined by CPA, not by the candidate.)



Required Skills

- Demonstrated experience in strategic communications, media relations and customer outreach.
- Excellent writer; familiar with Associated Press (AP) style.
- Demonstrated experience with market research, measurement, and ROI (return on investments).
- Demonstrated experience working with consultants, elected officials, their staff, and other partner stakeholders.
- Excellent project manager, familiar with different project management tools such as Microsoft Project, Wrike, Basecamp, Monday, or another comparable tool.
- Excellent verbal communicator.
- Demonstrated experience working with a combination of stakeholders, staff, and consultants.
- Highly proficient with Microsoft Office Suite, particularly Excel and PowerPoint.

Preferred Skills

- Knowledge and understanding of the CCA (Community Choice Aggregation) (Community Choice Aggregation) business model and the ability to articulate how customer programs support this model.
- Awareness of a variety of outreach strategies and tactics including digital, traditional media, social media, direct mail, etc.
- Creative problem solver.
- Marketing and outreach experience to diverse Southern California communities.

Salary and Benefits

This is a part-time, temporary position that is estimated to last up to six months and is authorized to work up to 25 hours per week. The hourly rate for this position is \$54.30-\$73.95 an hour, with exact compensation to be determined by Clean Power Alliance, dependent on experience. This position is only eligible for mandated benefits, such as sick pay, workers' compensation, and Medicare contributions. 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 visit

https://recruiting.myapps.paychex.com/appone/MainInfoReq.asp?R_ID=3896589 to apply.

The start date for the position is as soon as possible and will remain open until filled.