



Director, Energy Services and Community Relations

Job Description

Summary

The Director of Energy Services and Community Relations works under the general direction of the Chief Executive Officer to oversee marketing, deployment, operation, and support of Silicon Valley Clean Energy (SVCE) services to its customers.

The Director of Energy Services and Community Relations directs and manages SVCE's Energy Services and Community Relations team, responsible for customer relations, billing and customer service, electricity rates, customized electricity services and programs for commercial/industrial customers, business and community development, digital engagement, marketing, communications, events and outreach.

The Director of Energy Services and Community Relations is also responsible for relationships with external service providers supporting such critical functions as billing and customer service, marketing, advertising, website development, and online services.

In recruitment of a Director of Energy Services and Community Relations, SVCE is looking for an individual with a strong operational background in electricity rates and billing services, who is also a creative problem solver excited to work directly with Silicon Valley customers and communities on the critical challenges of transitioning from fossil fuels to a clean energy future. In this role, utility industry skills and experience are valued, as is 'change agent' experience with delivery of new and innovative services for customers.

About Us

Formed in 2016, Silicon Valley Clean Energy (SVCE) is a public Community Choice Energy service provider serving 270,000 residential and commercial customer accounts in thirteen Santa Clara County communities. SVCE's mission is to provide customers with renewable and carbon-free electricity at competitive rates, and further accelerate decarbonization through deployment of innovative local programs. Key program areas building electrification, electric vehicles and charging infrastructure, battery storage and demand management programs.

Since the organization's service launch in 2017, SVCE has provided clean, carbon-free electricity and saved local electricity customers more than \$77M. SVCE serves more than 96% of all residential and commercial energy customers in SVCE's member communities.

SVCE is a joint-powers agency governed by a Board of Directors comprised of an elected official from each of SVCE's thirteen member communities. SVCE has annual operating revenues of approximately \$400M and strong financial reserves and has investment-grade credit ratings from both Moody's and Standard & Poor's.

Serving Our Customers – Opportunities, Challenges and Goals

Core to SVCE's mission is delivery of high-value clean energy services and programs for our customers, who range from individual residents and small businesses to some of the world's largest and most innovative tech companies. Concern for the climate and environmental sustainability rank highly in Silicon Valley. Our residents, businesses and communities are global leaders in many aspects of the clean energy transition, including electric vehicle adoption, building electrification and related codes, solar and energy storage, and public commitments to use of clean energy.

To meet longer-term community decarbonization goals and be the 'provider of choice', SVCE must continue to provide competitive energy service offerings. These need to be well-tailored to the requirements of our many and varied customers, including those traditionally underserved or difficult to



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reach, technically savvy residents, and large commercial customers with access to other competing providers. Key energy service offerings include SVCE's standard clean electricity offerings; net energy metering, storage and EV rates; special rate-relief programs for low-income customers; support of emerging demand management and dynamic pricing programs, and customized clean energy supply agreements with large commercial/industrial customers.

By providing reliable and responsive carbon-free electricity service at competitive rates, SVCE maintains a 96+% customer participation rate and a strong financial foundation. Access to carbon-free electricity has helped our communities take a major step in fighting climate change, reducing local emissions by more than 30% from a 2015 baseline. Yet supplying clean electricity is just the start.

It is essential that SVCE continues to proactively engage with our 270,000+ residential and commercial electricity customers in the electrification journey - helping to inspire, educate, and enable action in transitioning from fossil fuels to clean electricity – in homes, buildings, and transportation. SVCE aims to expand customer awareness and be a trusted advisor for electrification, leveraging direct digital engagement with customers via the web, email, and hosted online services. Supporting information and tools must be engaging, factual and easy to understand – and useful to a full range of SVCE stakeholders, including community leaders, local elected officials, labor, and private sector partners.

Given the scale of the challenge, effective public communication is critical. This includes regular communications to key stakeholder groups, and more broadly, telling the essential 'stories' behind electrification and decarbonization. To win hearts and minds, SVCE must work to illustrate the full range of social, environmental, and economic benefits and consequences at stake. In addition, SVCE must cultivate customer and stakeholder relationships in a leveraged way - using an array of channels that bring value to all segments of the communities we serve.

In summary, key strategic goals for the Chief Customer Office include:

1. Empowering customers with the awareness, knowledge and resources needed to make effective clean energy choices
2. Enacting competitive energy service offerings that deliver measurable environmental and economic benefits
3. Engaging a full range of public, private and non-profit stakeholders to leverage our decarbonization efforts

Essential Duties and Responsibilities

The Director of Energy Services and Community Relations is responsible for directing and working collaboratively with department staff, other SVCE departments, and essential external partners including Billing, Customer Support, and Data Services, along with PG&E, to guide and support delivery of SVCE's electricity services to commercial and residential customers, as well as marketing and brand strategy, digital engagement, business and community development, communications, and public outreach.

General Executive/Managerial

- plan and prepare for staff recruitment and recommend the appointment of personnel
- lead development and management of the goals and workplan for the Energy Services and Community Relations team
- assign operational and project activities; monitor workflow; review and evaluate work products,



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methods, and procedures; meet with staff to resolve related issues

- conduct performance evaluations, implement performance correction as needed, train and coach staff
- represent SVCE to outside organizations and agencies, supports local event and make presentations to community, elected and professional groups, Board of Directors, and staff
- collaborate closely with SVCE's Decarbonization Programs and Power Supply teams, as well as other SVCE internal teams
- lead development, review, and/or presentation of ES&CR staff report items to SVCE Board, and Board Committees
- evaluate data to determine success of the ES&CR team towards reaching agency goals

Energy Services

- maintain strong working relationships with large commercial and industrial (C&I) energy customers - including key energy and sustainability contacts at major tech companies in Silicon Valley
- oversee development and delivery of customized rate programs for selected large C&I customers
- collaborate with the Decarbonization Programs team on residential customer programs, communications, and rate issues
- oversee development and deployment of building and transportation electrification programs focused on the commercial sector
- oversee development and deployment of new electric rates, future rate programs (e.g., dynamic pricing, DR, NEM 3.0, income-based discounts or rebates), and engage with the legislative and regulatory policy teams in related policy or regulatory proceedings
- Serve as the primary executive contact with PG&E

Customer Account and Billing Services

- direct customer relations and customer retention strategies
- oversee and directly support customer account management with large C&I customers
- oversee customer billing processes, management and resolution of billing issues, customer complaints or service issues, and other technical issues that impact customers
- oversee functions of the call center and data manager to improve and streamline customer service, including serving as primary executive contact with Calpine Energy Solutions
- act as an agency liaison to local governments and community-based organizations

Digital Engagement

- oversee development and ongoing enhancement of website design, capabilities, and content
- oversee ongoing enhancements to 'eHub' online customer resource center, and business relationships with online tools/services providers, including a concierge service for residential solar and electrification, an electric vehicle shopping assistant, and an online marketplace for all-electric appliances and equipment
- oversee development and delivery of outbound email campaigns, featuring incentive programs focused on home electrification and EV adoption in the residential segment



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Marketing

- oversee identification and support of strategies to increase overall engagement and participation within the community, and advance SVCE's reputation as a trusted advisor
- provide direction, guidance, and review, in collaboration with staff and consultants, to strategic marketing campaigns, collateral and promotional material that support business and community development goals
- oversee customer segmentation, research, and surveying activities
- oversee direct earned, owned, and paid media
- oversee graphics, copywriting, and advertising activities
- oversee marketing and communications-related budget preparation and tracking

Communications

- oversee development and maintenance of relationships with print, radio and television media, community groups and organizations, business leaders, and other public agencies and governmental representatives
- ensure that key, strategic messages are communicated effectively to target audiences
- provide updates to the SVCE CEO and Board of Directors on customer service, marketing, communications, and public relations progress, projects and programs
- provide talking points and information on critical topics to the CEO, Board of Directors and staff, to utilize for external and internal meetings and presentations
- review press releases, articles and other materials for newspaper, magazines, and related venues
- oversee SVCE-sponsored social media (e.g. Facebook and Twitter) and e-newsletter distribution, event and sponsorship opportunities and SVCE sponsored press conferences and events
- oversee development of strategies and implementation plans to respond to media inquiries and publicity, including misinformation campaigns
- Serve as an SVCE spokesperson with the media when needed

Outreach

- oversee SVCE community and customer event calendar
- provide direction, guidance and review of community outreach and business development plans to enhance SVCE's value to the community, encourage service/program participation, and support customer retention
- oversee special outreach programs e.g., engagement with underserved communities, student groups

The Ideal Candidate

An ideal candidate for the Director of Energy Services and Community Relations role will:

- be experienced with marketing and delivery of new/innovative clean energy services to customers



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- have relevant experience working with large commercial/industrial energy customers, and familiarity with electric rates, rate structures, and rate programs
- have relevant municipal utility, CCA, or industry consulting services experience
- be experienced in building customer awareness and knowledge related to electrification and decarbonization
- be familiar with some/all of the following: energy monitoring/management, solar/net energy metering, electric vehicle infrastructure, energy storage, heat pump HVAC, and heat pump water heating (HPWH)
- possess superb communication skills in writing, one-on-one conversation, small group discussion, and public presentation
- bring excellent program management skills, supervisory experience, and attention to detail
- embrace a growth mindset which learns from success and failure alike
- thrive working within a lean organization, and with third-party services partners

Key Attributes

Customer Driven - proactive in establishing strong customer relationships, and motivated by providing responsive, high-value services

Mission Aligned - passionate and pragmatic; inspired by SVCE's mission of combating climate change through electrification and decarbonization, and meeting customers 'where they are' - defining value in both environmental and economic terms

Collaborator - naturally engages external and internal stakeholders in problem solving, and comfortable working in a flat, cross-functional and 'non-siloed' organization

Creative and Productive - works to maximize output and value provided by SVCE as a whole, including external partners; effective in both a 'hands-on' entrepreneurial capacity, and in leveraging the work of team members

Over the next two to three years, top priorities for the Director of Energy Services and Community Relations will include:

- delivering timely and accurate billing and customer services processes, electricity rates, and related rate programs
- continuing to expand awareness and knowledge with residential customers of the benefits of electrification in homes and transportation, and expanded uptake through access to supporting resources, programs and incentives
- leading ongoing development/enhancement of SVCE's clean energy services and incentive programs with commercial energy customers, and partnering organizations
- engaging with top commercial and industrial (C&I) customers in development and implementation of customized electric service agreements for renewable/carbon-free electricity and related services

Qualified Candidates Will Possess the Following:



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Education:

A Bachelor's degree is required in engineering, environmental science, operations management, business/economics or closely related field, or other degrees with demonstrable and commensurate work experience that are directly relevant for this position. A Master's Degree is highly desirable.

Experience:

At least 10 years of progressively responsible customer-facing experience with clean energy-related products or services in: a relevant utility (private or municipal), CCA, professional services or consulting company serving the utility sector, an energy services company; corporate (in-house) facilities management; facilities engineering, design; commercial real estate management company; energy or buildings-related department of a public agency; energy products company or a related organization.

Compensation and Benefits

Compensation package includes competitive compensation benefits including:

- Individual, family and domestic partner health insurance
- Monthly Fitness benefit (ex: stipend for gym or exercise classes)
- Retirement and Employer Matching Contributions
- Health Reimbursement Account stipend
- Flexible Spending Account stipend (ex: transit, health, dependent care)
- Paid Vacation

Annual salary ranges from \$200,000 – \$245,625 with placement dependent on qualifications

Working Conditions

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. 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 up to 20 pounds. SVCE will make reasonable accommodation of the known physical or mental limitations of a qualified applicant with a disability upon request.

Licenses/Certificates:

Possession and continued maintenance of a valid class C California driver's license with a safe driving record or the ability to provide alternate transportation as approved by the CEO.