

**Senior Communications Manager, Power (Permanent Exempt Category 18
Project Based Position – up to 3 years)**

This position will develop and execute a strategic outreach campaign to ensure the sustainability of public power and to support expanding public power in San Francisco. Required elements include an updated web presence, digital marketing, in-person outreach, and a speakers bureau. Also, this position will develop and implement a communications strategy and tactics to address new regulatory and operational challenges. This position will supervise a team of communications staff to achieve effective implementation.

Duties include:

- Develop and implement effective outreach strategies for public power programs.
- Engage with clean energy stakeholders.
- Create effective collateral, press releases, fact sheets, talking points, and marketing materials.
- Develop and implement effective and innovative earned media, paid media, social media, and digital education and public outreach campaigns.