

LIVE, WORK,  
EMPOWER SAN JOSE.

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**DEPUTY  
DIRECTOR**

**SAN JOSE**   
**CLEAN ENERGY**

CITY OF  
**SAN JOSE**  
CAPITAL OF SILICON VALLEY



## THE CITY

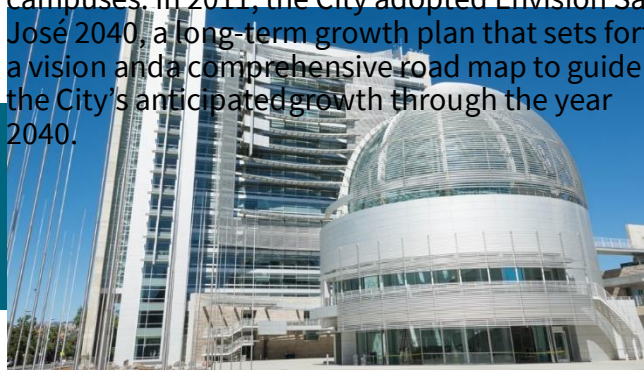
Known as the “Capital of Silicon Valley,” the City of San José plays a vital economic and cultural role anchoring the world’s leading region of innovation. Encompassing 178 square miles at the southern tip of the San Francisco Bay, San José is Northern California’s largest city and the 10th largest city in the nation. With more than one million residents, San José is one of the most diverse large cities in the US.

San José’s transformation into a global innovation center has resulted in one of the largest concentrations of technology companies and expertise in the world, including major tech headquarters like Cisco, Adobe, Samsung, and eBay as well as startups and advanced manufacturing.

Quality of life in San José’s is unsurpassed. Surrounded by the Diablo and Santa Cruz mountain ranges and enjoying an average of 300 days of sunshine a year, residents have easy access to the beaches along the coast including Santa Cruz, Monterey, and Carmel-by-the-Sea; Yosemite and Lake Tahoe in the Sierra Nevada; local and Napa Valley wine country, and the rich cultural and recreational life of the entire Bay region.

San José has received accolades for its vibrant neighborhoods, healthy lifestyle, and diverse attractions from national media including Business Week and Money magazines. The downtown area is home to high-rise residential projects, theaters, museums, and diverse entertainment attractions such as live music, live theater, cafes, restaurants, and nightclubs. Inquiring minds are served by the Tech Museum of Innovation, the San José Museum of Art, and many local galleries and venues.

Nineteen public school districts and over 300 private and parochial schools provide residents with a range of educational choices. Universities in and near the city include San José State University, Santa Clara University, Stanford University, and three University of California campuses. In 2011, the City adopted Envision San José 2040, a long-term growth plan that sets forth a vision and a comprehensive road map to guide the City’s anticipated growth through the year 2040.



The Plan proactively directs significant anticipated growth in new homes and workplaces into transit-accessible, infill growth areas and supports evolution toward a more urban lifestyle. The San José area is powered by one of the most highly educated and productive populations in America. More than 40% of the workforce has a bachelor’s degree or higher, compared with 25% nationally. Forty percent of San José residents are foreign born, and 50% speak a language other than English at home.

San José is proud of its rich cultural diversity and global connections, and the essential role the City plays in connecting residents and businesses to the nation and the world.

## CITY GOVERNMENT

The City of San José is a full-service Charter City and operates under a Council-Manager form of government. The City Council consists of 10 councilmembers elected by district and a mayor elected at large. The City Manager, who reports to the Council, and the executive team provide strategic leadership that supports the policymaking role of the Mayor and the City Council and motivates and challenges the organization to deliver high quality services that meet the community’s needs. The City actively engages with the community through Council appointed boards and commissions.

In addition to providing a full range of municipal services including police and fire, San José operates an airport, municipal water system, a regional wastewater treatment facility, over 209 neighborhood and regional parks, an accredited zoo, and a library system with 24 branches. The City oversees convention, cultural, hospitality facilities that include the San José McEnery Convention Center, Center for the Performing Arts, California Theater, Mexican Heritage Plaza, and the SAP Center San José – home of the National Hockey League’s San José Sharks.

City operations are supported by 6,592 positions and a total budget of \$4.1 billion for the 2020-2021 fiscal year. San José is dedicated to maintaining the highest fiscal integrity and earning high credit ratings to ensure the consistent delivery of quality services to the community. Extensive information regarding San José can be found on the City’s website at [www.sanjoseca.gov](http://www.sanjoseca.gov).



## ABOUT THE DEPARTMENT

In 2017, the City established the Community Energy Department to administer San José Clean Energy (SJCE), San José's Community Choice Energy provider. In February 2019, SJCE launched electricity generation service to residents and businesses. Today it serves more than 340,000 customers and has a peak load of almost 1 GW. SJCE is responsible for purchasing over 4,500 GWh of electricity annually and has an annual operating budget of over \$250 million. SJCE is one of 8 Community Choice Aggregators (CCAs) in the Bay Area, and one of 23 in California. It is the largest single-jurisdiction CCA in the state.



SJCE is driven to provide clean, renewable energy at affordable rates to help the city meet its Climate Smart San José goals and provide local benefits. In 2021, SJCE's default energy service, GreenSource, is expected to have 55% renewable energy. Customers can also choose to upgrade to SJCE's TotalGreen service to receive 100% renewable energy. More than 1,300 customers have chosen TotalGreen to date, including large corporate customers Samsung Semiconductor, HPE, Lumentum, and eBay. To meet customer demand for renewable energy, SJCE has invested in 497 MW of new solar, wind, and battery storage across four projects that will begin to generate power by the end of 2021. For more information about the Community Energy Department, please visit: [www.sanjosecleanenergy.org](http://www.sanjosecleanenergy.org).

## POSITION AND DUTIES

The City of San José is seeking an experienced **Deputy Director** to oversee Marketing, Customer Account Management, Energy Programs, and Communications functions for the Department. The Community Energy Department launched clean energy services to most residents and commercial customers in early 2019 and concluded enrollment of first customers in early 2021.

This position reports to the Director of CED it is responsible for customer relations, account and billing services, business development, community engagement, marketing and communications, and customer programs. The Deputy Director is an integral part of the Community Energy Department executive team and will have the following responsibilities:

- θ Forecast SJCE's annual revenue plan and achieve targets. Track electricity usage, revenue, and cash collections by customer class. Coach the team to provide high quality customer service optimizing the User Experience (UX).
- θ Lead SJCE rate-making recommendations, implementation and communication of new rates.
- θ Lead SJCE's account services function, developing and maintaining relationships with key customers.
- θ Oversee internal and contracted services for data management, billing services, and the customer call center, Liaise with PG&E and customers to resolve issues and optimize the Customer Experience (CX).
- θ Manage press releases and external relations. Serve as a liaison with the media and community groups to ensure SJCE is responsive to concerns. Schedule and make public and community presentations.
- θ Oversee all department marketing strategies and communications including, print, social media, e-newsletters, and the department's website.
- θ Provide direction, guidance, and review of community outreach and business development plans to increase customer participation, support customer retention, and improve cost-effectiveness.
- θ Work collaboratively with City Council and the Clean Energy Community Advisory Commission, develop programs that respond to customer needs, oversee communications regarding rates and billing issues.
- θ Provide leadership and collaborate with staff across CED, the City Manager's Office, Finance, the City Attorney's Office, Intergovernmental Relations, to achieve SJCE and City objectives.
- θ Collaborate and build contacts with external stakeholders, including CalCCA, regulatory agencies, community organizations, and the public to ensure programs and services meet objectives, the needs of customers and community.
- θ Seek out additional funding opportunities, innovative programs and new product offerings to advance mutually beneficial goals.

## THE IDEAL CANDIDATE

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The position requires a strong communicator with a passion for startups, community action, environmental and energy technology with strategic and tactical abilities. The successful candidate will demonstrate excellent listening, writing, and presentation skills, and have experience leading high performing teams to accomplish objectives. Candidates should have a working knowledge of electricity rates, CCA's, and a strong energy, utility, or sales background. Ideal candidates should be well versed in customer service and account management. The ability to articulate and execute strategic policy initiatives will be utilized. Experience in start-ups and community energy programs is highly desirable. The successful applicants will have demonstrated honesty and integrity, the ability to inspire others, creativity, good judgment, accountability, and decision-making with a commitment and passion to advancing the goals of San José and SJ Clean Energy.

## EDUCATION

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A bachelor's degree from an accredited college or university in business, public administration or related field.

## EXPERIENCE

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Six (6) years of increasingly responsible experience in senior level administrative and/or analytic work in energy or utility expertise in a public agency, utility, or private company. Experience managing a work unit equivalent to a major division within a City department or large private company is desirable.

## DESIRABLE QUALIFICATIONS

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1. Significant customer development or sales experience including managing complex data streams and billing issues, managing a wide variety of customer types, such as residents, large technology companies, and public agencies. Experiences with renewable energy and CCA's.
2. Senior level management experience, skills building effective relationships internally and externally, experience with managing multiple teams and effectively developing staff with various levels of expertise. Experience hiring and developing high performing teams, resolving complex personnel issues.
3. Experience leading strategic policy, identifying new opportunities and initiatives that provide significant value to the organization.

Federal law requires all employees to provide verification of their eligibility to work in this country.

The City of San José will NOT sponsor, represent, or sign any documents related to visa applications/transfers for H1-B or any other type of visa which requires an employer application.

## BENEFITS AND COMPENSATION

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The approved salary range for this position is \$124,012 - \$193,173. In addition, employees in this classification shall also receive an approximate five percent (5%) on-going non-pensionable pay.

The actual salary shall be determined by the final candidate's qualifications and experience.

The City provides an excellent array of benefits, including:

**Retirement:** Competitive defined benefit retirement plan with full reciprocity with CalPERS; defined contribution plan available as an option.

**Health Insurance:** The City contributes 85 percent towards the premium of the lowest cost non-deductible plan. There are several plan options.

**Dental Insurance:** The City contributes 100 percent of the premium of the lowest priced plan for dental coverage.



**Personal Time:** Vacation is accrued initially at the rate of three weeks per year with amounts increasing up to five weeks after 15 years of service. Executive Leave of 40 hours is granted annually and depending upon success in the Management Performance Program could increase to up to 80 hours. Sick Leave is accrued at the rate of approximately 8 hours per month.

**Holidays:** The City observes 14 paid holidays annually.

**Deferred Compensation:** The City offers an optional 457 Plan.

**Flexible Spending Accounts:** The City participates in Dependent Care Assistance and Medical Reimbursement Programs.

**Insurance:** The City provides a term life policy equal to two times annual salary. Long-term disability and AD&D plans are optional.

**Employee Assistance Program:** The City provides a comprehensive range of services through the EAP.

For more information on employee benefits, visit the [City's benefits website](#).

## APPLICATION AND SELECTION PROCESS

Please send your resume with a cover letter outlining your career history, interest in the role, contact information and salary expectations to:

[Matt.Sadinsky@prepintl.com](mailto:Matt.Sadinsky@prepintl.com) .

Qualified applicants will be contacted, sent additional information and scheduled for conversations.

PREP Intl and the City of San Jose are Equal Opportunity Employers who do not discriminate based on race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, employment, veteran status or any other protected status.

Qualified Women, Minorities and Veterans are encouraged to apply.

