

Senior Manager, Online Communications

Responsible for the development of user requirements and integrated solutions for the company's internal and external websites in order to enhance the overall web experience as well as support the overall online communications strategies, with the goal of preserving and strengthening PG&E's reputation and credibility with various stakeholders, including customers, the general public and other external stakeholders, employees and shareholders. Utilize expertise as strategic communicators who facilitate and build collaborative relationships with others to guide key decisions within PG&E, and to package and present information persuasively for critical internal and external audiences. Works with organizations across the company to provide customers, the general public, employees, and shareholders with timely, relevant information about PG&E programs and operations, billing information, gas and electric rates and changes in utility regulation through the internal and external web. Consult with line of business organizations in order to project a unified and consistent corporate message.

All employees are responsible for performing their jobs in accordance with PG&E's vision and values.

Major Responsibilities:

- Creates and executes the online communications strategy, including developing relevant messaging, collateral, building relationships within and outside the enterprise and ensuring messaging alignment with business goals.
- Partners with functions to executive the company's vision or engagement initiatives
- Develops a thorough understanding of PG&E residential and business customer personas as well as energy efficiency, demand response and other program objectives, in order to work with PG&E marketing business partners in the creation and management of marketing program websites.
- Leads team of managers and individual contributors in identifying business requirements and developing integrated web solutions.
- Builds relationships and partners closely with company managers and leaders on alignment of external and internal online communications; and recommend strategies, approach and positioning key issues.
- Ensures that the user interface function is fully integrated and aligned with other functions within corporate relations and other corporate functions (e.g., Public Affairs, Finance, Human Resources, Law, Safety, Health and Claims, and Regulatory Relations).
- Analyzes customer communication-related research, survey data and best practices and provides recommendations for integration into communication plan.
- Drives team performance by setting goals and development plans, conducting performance reviews, and providing ongoing feedback to direct reports

Distinguishing Characteristics:

- Translates major functional/department goals, projects and programs

- Applies extensive expertise and consultation in the development of strategy and resolution of complex issues
- Ability to synthesize research to advocate for the perspective of the customer and develop implications for overall user experience.
- Strong written and verbal communication skills with ability to work in team environment.
- Deep understanding of user experience online communications development
- Strong understanding of online communications planning and management and ability to evaluate potential opportunities.
- Solid management experience with an ability to manage staff and programs.
- Leads and facilitates activities across multiple functional groups and to manage and work collaboratively in taskforce teams.
- Manages budget and pro-actively identify opportunities/issues.
- Analysis skills with the ability to translate information from disparate sources into program implications and recommendations.
- Consumer savvy with a proven success in identifying consumer need/objective.
- Problem solving with a proven success in creative thinking and problem solving.
- Works with senior management to influence and provide input into strategic planning and decision making

Supervisory Responsibility:

Directly manages team of two or more direct reports

Education:

Bachelor's degree or equivalent experience in communications, marketing or related discipline. Master's degree preferred.

Experience:

Typically 10+ years or more experience in corporate communications, marketing or equivalent function

Knowledge, Skills, and Abilities:

- Supervisory experience
- Proven experience in web design or usability interface
- Strong understanding of internet marketing techniques
- Ability to systemically identify and solve problems at various levels of the organization
- Strong analytical skills to track and direct team efforts.
- Experience in consulting with employees at all levels
- Strong project management and budget management skills and capabilities
- Consensus-building and cross-functional integration
- Ability to lead change and collaborate effectively within complex and diverse organization cultures.
- Minimum 7 years experience in roles that integrate business analysis, web strategy, marketing / communications, and internal / external client management, culminating

in a leadership role with responsibility for the strategy and full life-cycle project management of consumer web experiences.

- Three years of supervisory experience leading and mentoring communications or marketing professionals and delegating effectively to team members.