

Manager, Customer Communications - Channels and Pricing

Job: Public Affairs & Communication
Primary Location: United States of America/California/San Francisco

Department Customer Communications

Department Overview

Customer Communications is a department within PG&E's Corporate Relations function. Its team members work closely with other departments within the organization to ensure communications are customer-focused and support the company's objectives and priorities.

Position Summary

The manager of Customer Communications will manage the content of various customer interfaces (including external Web site, direct mail and other related collateral) and customer pricing programs by developing and directing team members to execute comprehensive/proactive communication strategies. This position will also closely collaborate with the Customer Care team, as well as other departments in the organization.

Responsibilities:

- Manage the collection of information, editing, design, production and scheduling of the monthly customer bill package, in conjunction with Customer Care, Legal and Online Communications.
- Develop communication strategies around customer pricing programs (gas and electric rates) working closely with the Customer Care organization.
- Supervise team members in executing the strategic direction for external Web site (pge.com), direct mail, bill messages, local offices and contact centers. Oversee local office communications strategies, ensuring that signage is consistent with marketing and messaging.
- Manage strategies for contact center speaking points to be consistent with media and marketing information.
- Assure coordination of communication with all other marketing programs and events. Manage the preparation and execution of customer communication programs, including project plans, timelines and milestones, communication documents and other collateral materials and project management tools, including budget.
- Partner with Online Communications to help advise senior management on the optimum use and advantages of the Web site, as well as the limitations. Oversee the receipt, handling, responses to, and archiving of customer e-mail submitted through Web site; evaluate and approve proposed responses developed by staff project managers. Manage relationships and interactions pertaining to Web site with the managers in Customer Care, Online Communications and Corporate Relations.
- Develop and manage direct mail in coordination with other departments and create message points for customer-facing employees. Oversee all aspects of the bill messaging process.
- Support the development of communications related to service pricing, bill and payment options.

reliability.

- Assist Customer Communications Director, managers and staff in analyzing customer communication-related research, survey data and best practices.
- Support Customer Communications team in designing and developing communications for use in a wide variety of media and contexts.
- Facilitate and supports collaboration within the Customer Communications Department, as well as Corporate Relations and other PG&E Departments.
- Supervise and develop team of project managers to execute effective strategies and to maximize potential for development.

Required:

- BA or BS in communications, marketing or a related field of study
- A minimum of 7 years of relevant communications experience
- A minimum of 5 years developing and managing communications, with emphasis on Web site strategy development; Web site / online management experience

Desired:

- Marketing background

Equal Employment Opportunity, M/F/D/V.