



Marketing Strategy Leadership - Job Profile Matrix

Line of Business: Customer Care / Customer Service Job Family: Market Strategy Leadership Reports to (Job Title): Varies	Effective Date of Job Profile: August, 2013 Last Updated: August, 2014
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Job Family Summary	Positions in this job family are responsible for driving the strategy and execution of customer-facing marketing plans to support awareness, consideration and adoption of PG&E products and programs. Included in this are marketing strategy, planning and positioning; product/program business development consulting and support; marketing plan development and execution; market research; data analysis; budget tracking/management; and vendor/contract management.	
Job Title	Manager, Marketing Strategy	Senior Manager, Marketing Strategy
Position Title	Manager, Marketing Strategy	Senior Manager, Marketing Strategy
PGE Job Level	Manager	Senior Manager
SAP Job Code	51546699	51672658
Job Responsibilities	<ul style="list-style-type: none"> • Lead and promote a safe work environment; effectively implement elements of Utility Standard Practice (USP) 22 and Operations safety strategy. Model appropriate safety behavior, understand and manage safety-related and ergonomic issues. • Clearly communicate the company's vision and values through the demonstration of effective leadership behaviors and communications skills. • Actively coach, develop and mentor direct reports through the establishment of individual development plans in order to drive performance results, enhance overall leadership competencies and business performance. • Work closely with senior leadership to establish goals, metrics and implement/drive change consistently throughout the department. • Lead strategic thinking in positioning and communicating our products and services to achieve customer satisfaction and savings goals based on customer needs, product goals, market opportunities, and regulatory requirements. • Provide consultative support partnership to LOB leadership, and provide oversight of marketing campaigns, market analysis, research, business plan development and execution. • Establish and maintain budgets for the department. • Provide oversight to vendor and contract management agreements. • Understand operating cadence within a regulatory environment and support government relations with reporting requirements and documentation. 	<ul style="list-style-type: none"> • Responsible for driving the strategy and execution of customer-facing marketing plans for both the small and medium business segment and large commercial and industrial segment. • Lead and promote a safe work environment; effectively implement elements of Utility Standard Practice (USP) 22 and Operations safety strategy. Model appropriate safety behavior, understand and manage safety-related and ergonomic issues. • Clearly communicate the company's vision and values through the demonstration of effective leadership behaviors and communications skills. • Actively coach, develop and mentor direct reports through the establishment of individual development plans in order to drive performance results, enhance overall leadership competencies and business performance. • Work closely with senior leadership to establish goals, metrics and implement/drive change consistently throughout the department. • Set the vision for all business-to-business marketing strategies and plans. • Lead strategic thinking in positioning and communicating our products and services to achieve customer satisfaction and savings goals based on customer needs, product goals, market opportunities, and regulatory requirements. • Provide consultative support partnership to LOB leadership, and provide oversight of marketing campaigns, market analysis, research, business plan development and execution. • Serve as single point of contact for CES (Products, Programs, Pricing), Regulatory, ES&S, senior management, etc., for all things B2B. • Establish and maintain budgets for the department. • Provide oversight to vendor and contract management agreements. • Understand operating cadence within a regulatory environment and support government relations with reporting requirements and documentation.



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Supervisory Responsibility	<ul style="list-style-type: none"> Recruit/select, communicate expectations, foster employee engagement, coach, develop, mentor, recognize and reward employees in order to drive performance and results. Manage professional employees. 	<ul style="list-style-type: none"> Recruit/select, communicate expectations, foster employee engagement, coach, develop, mentor, recognize and reward employees in order to drive performance and results. Manage professional employees.
Education Minimum	<ul style="list-style-type: none"> High school diploma or GED 	<ul style="list-style-type: none"> High school diploma or GED
Desired	<ul style="list-style-type: none"> Bachelor's degree or equivalent experience 	<ul style="list-style-type: none"> Bachelor's degree or equivalent experience
License/Certification Minimum		
Desired		
Experience Minimum	<ul style="list-style-type: none"> Eight years of relevant experience, with emphasis in marketing, business, statistics, and/or communications 	<ul style="list-style-type: none"> Eight years of relevant experience, with emphasis in marketing, business, statistics, and/or communications
Desired	<ul style="list-style-type: none"> Prior supervisory/managerial experience Familiarity with utilities, operations, energy efficiency and demand side management concepts and programs 	<ul style="list-style-type: none"> Prior supervisory/managerial experience Familiarity with utilities, operations, energy efficiency and demand side management concepts and programs
Knowledge, Skills, Abilities Desired	<ul style="list-style-type: none"> Safety: Ability to create, promote and manage a safe work environment Budget/Expenses: Ability to develop and manage department budgets, expenses, variances Communication: Ability to communicate and support company and organization policies, procedures, goals, objectives, vision and values Strategy: Has knowledge and skills to develop and implement short and medium-term strategy in support of company and organizational objectives Work Planning: Has knowledge and skills to develop and implement work plans in support of dept. goals Operations Management: Has knowledge and skills to develop operating policies and procedures; ability to monitor operations, identify and implement metrics, operational changes and improvements in support of the business Relationship Management: Ability to develop working relationships with customers & business partners ensuring that work plans and operations are coordinated, aligned and support department and company goals and objectives; ability to persuade higher levels of leaders and leadership peers to change positions or approach based on situational need Continuous Improvement: Ability to encourage employees to identify work process and system improvements, incorporate benchmarking and best practices, champion and overcome resistance to and facilitate 	<ul style="list-style-type: none"> Safety: Ability to create, promote and manage a safe work environment Budget/Expenses: Ability to develop and manage department budgets, expenses, variances. Ability to pitch and persuade partners for additional budget when warranted to achieve/over-achieve program goals. Communication: Ability to communicate and support company and organization policies, procedures, goals, objectives, vision and values. Ability to represent PG&E at industry events and participate in presentations when requested. Strategy: Has knowledge and skills to develop and implement short, medium-and long term strategy in support of company and organizational objectives including playing an active role in S1/S2 planning. Work Planning: Has knowledge and skills to develop and implement work plans in support of dept. goals Operations Management: Has knowledge and skills to develop operating policies and procedures; ability to monitor operations, identify and implement metrics, operational changes and improvements in support of the business Relationship Management: Ability to develop working relationships with customers & business partners ensuring that work plans and operations are coordinated, aligned and support department and company goals and objectives; ability to persuade higher levels of leaders and leadership peers to change positions or approach based on situational need Continuous Improvement: Ability to encourage employees to identify work process and system improvements, incorporate benchmarking and best practices, champion and overcome resistance to and facilitate change



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	<p>change</p> <ul style="list-style-type: none"> • Leadership Presence: Ability to convey credibility, confidence and sense of authority. Conveys messages simply, concisely and at right pace and tone for audience. Remains calm, controlled and productive when confronted by opposition or work stress • Functional Expertise: Ability to foster a learning environment and to develop employees to ensure backfills and successors. Has an understanding of PG&E's business to maximize results, limit risks and effectively lead group • Ability to manage inter-organizational and complex strategy projects • Ability to lead cross-functional efforts to influence and impact strategy and major marketing and regulatory decisions • Ability to stay current with industry trends and technological advancements and determine/influence how those might affect the company's services 	<ul style="list-style-type: none"> • Leadership Presence: Ability to convey credibility, confidence and sense of authority. Conveys messages simply, concisely and at right pace and tone for audience. Remains calm, controlled and productive when confronted by opposition or work stress • Functional Expertise: Ability to foster a learning environment and to develop employees to ensure backfills and successors. Has an understanding of PG&E's business to maximize results, limit risks and effectively lead group • Innovation: Ability to define and solve problems using both best practices and leveraging new and/or disruptive technology. Ability to identify and utilize new partners leveraging best in breed solutions. • Ability to manage inter-organizational and complex strategy projects • Ability to lead cross-functional efforts to influence and impact strategy and major marketing and regulatory decisions • Ability to stay current with industry trends and technological advancements and determine/influence how those might affect the company's services
Supplemental/ Other Minimum		
Desired	<ul style="list-style-type: none"> • Typical internal interactions are with supervisors, managers and directors. • May interact with senior directors and officers. 	<ul style="list-style-type: none"> • Typical internal interactions are with supervisors, managers, directors and vice presidents.