



Program Marketing Job Profile

Job Family: Program Marketing Function: Customer Care/ CES Reports to: Managers, Sr. Managers, Director	Last Updated: April 2011
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Job Family Summary	Develop and manage program marketing strategy and campaigns. <ul style="list-style-type: none"> • MARKETING STRATEGY & PLANNING: Lead strategic thinking for how to <u>position and communicate</u> our products and services to maximize awareness, acquisition, retention and customer satisfaction goals based on customer needs, product goals, market opportunities, and regulatory requirements. • MARKETING PLAN DEVELOPMENT / EXECUTION: Determine specific activities to achieve marketing goals including promotion, event marketing, public relations, direct marketing, online/social/digital, advertising, toolkits, grassroots/community outreach, and in-store marketing. Manage the development and execution of holistic marketing campaigns including advertising, web, collateral materials and events including TV/radio spots, print ads, online banners, micro sites, mailers, fact sheets, training materials and other media and materials. This includes working with internal and external business partners to develop and execute specific plan elements. • MARKET RESEARCH: Partner with internal business partners to test and qualify product/solution positioning to enhance customer engagement with energy management. • DATA ANALYSIS: Leverage customer data, research and campaign results to assess and evaluate marketing plan cost efficiencies and effectiveness. • BUDGET TRACKING / MANAGEMENT: Manage program marketing budgets, track spending, recommend budgets and budget reallocation to achieve overall goals. Recommend and incorporate marketing strategy and plan adjustments in order to achieve goals within established budgets and timeframes. • VENDOR / CONTRACT MANAGEMENT: May develop vendor / contractor agreements working with internal business partners. Ensure all contracts and vendor agreements and work meet all contractual, regulatory and PG&E sourcing requirements and that services and payments are rendered as expected.
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Job Title	Program Marketing Manager, Associate	Program Marketing Manager, Career	Program Marketing Manager, Senior	Program Marketing Manager, Expert	Program Marketing Manager, Principal
Position Title	Program Marketing Manager, Associate	Program Marketing Manager, Career	Program Marketing Manager, Senior	Program Marketing Manager, Expert	Program Marketing Manager, Principal
SAP Code	50419578	50419579	50419580	50419581	50419582
FLSA Status	Exempt	Exempt	Exempt	Exempt	Exempt
Distinguishing Characteristics	<ul style="list-style-type: none"> • Assist team with the development and execution of specific marketing activities and pieces. • Keep track of budget and alert marketing team of any unusual items. • Work with vendors on delivery of marketing media or materials and review for adherence to standards, terms of the contract. Organize and present research, data, information as directed. • Communicate with peers in and outside of the department, providing information or exchanging customer data and campaign materials 	<ul style="list-style-type: none"> • Work independently to manage marketing plan production / execution. • Analyze campaign results and make recommendations to adjust budgets based on success of the various marketing campaign components. • May manage strategy and planning for marketing programs with limited complexity, budget. • Develops and manages basic vendor contracts. • Communicate with peers in and outside of the department to provide updates and coordinate efforts. 	<ul style="list-style-type: none"> • Manage strategy and planning for complex marketing campaigns. • Manage complex development and execution plans, selecting from various marketing approaches and campaigns. • Identifies market research and data analysis needs and partners with internal and external resources to obtain research and data needed. Develops and manages new vendor contracts and relationships. <ul style="list-style-type: none"> • Communicate with peers and managers in and outside of the department to provide updates and coordinate efforts. • Presents findings and makes recommendations to function 	<ul style="list-style-type: none"> • Manage strategy and planning for complex marketing campaigns that involve multiple programs, industries or market segments. • Works with Directors and Managers across functions to influence decisions and secure agreement on marketing strategy. • Works independently and can solely represent team/programs to Senior leadership. • Manage development of complex plans, and creating new and unique marketing approaches and campaigns. • Provide direction to a team of internal (including more junior department 	<ul style="list-style-type: none"> • Manage strategy and planning for marketing campaigns of the highest complexity and impact that involve multiple programs, industries or market segments. Works with senior management and leaders across functions to secure agreement on marketing strategy. • Communicate with peers and leaders in and outside of the department to provide updates and coordinate efforts and influence leaders and decision makers. Manages new and large vendor contracts and relationships. • May lead large cross-functional projects on behalf of the department

Note: The above job profile is meant to describe the general nature and level of work being performed; it is not intended to be an exhaustive list of all responsibilities, duties, and skills required for the position.



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			management.	members), external resources ensuring that complex and inter-related activities are coordinated and executed effectively and efficiently. <ul style="list-style-type: none"> • Develops new and large vendor contracts and relationships • Communicate with peers and leaders in and outside of the department to provide updates, coordinate efforts and influence decision makers across organization. 	in support of strategy and/or operations. <ul style="list-style-type: none"> • May manage team to execute strategic and tactical plans (up to 2 direct reports)
Minimum Education and Experience Required	BA/BS Degree in Marketing, Business, Communications or other related field or equivalent work experience Prior related work experience preferred.	BA/BS Degree in Marketing, Business, Communications or other related field or equivalent work experience Minimum of 2 years of related work experience	BA/BS Degree in Marketing, Business, Statistics, Communications or other related field or equivalent work experience. Masters Degree preferred. Minimum of 4 years of related work experience.	BA/BS Degree in Marketing, Business, Statistics, Communications or other related field or equivalent work experience. Masters Degree preferred. Minimum of 6 years of related work experience	BA/BS Degree in Marketing, Business, Statistics, Communications or other related field or equivalent work experience. Masters Degree preferred. Minimum of 8 years of related work experience Familiarity with utilities, operations, energy efficiency and demand side management concepts and programs desired
License/Certification	NA	NA	NA	NA	NA
Knowledge, Skills, and Abilities	<ul style="list-style-type: none"> • Qualitative and quantitative analytical skills • Ability to adapt to changing environment and ability to learn new concepts quickly • Organizational skills • Verbal and written communications skills. • Able to manage multiple projects with demanding time constraints • Able work with peers/cross functional colleagues to complete projects • Able manage project budgets 	In addition to those for Associate, Career requires: <ul style="list-style-type: none"> • Demonstrated ability to lead or effectively work within multi-functional teams in a matrixed environment • Demonstrated ability to create compelling business cases and recommendations for projects the Career manager oversees 	In addition to those for Career, Senior requires: <ul style="list-style-type: none"> • Demonstrated ability to lead multi-functional teams in a matrixed environment 	In addition to those for Senior, Expert requires: <ul style="list-style-type: none"> • Sr. Director and Director level communication skills • Inter-organizational management of complex strategy projects • Oversight for large (multi-project/ or large initiative) budget. • Provide direction and mentorship to more junior team members within department • Lead projects and provides work direction to more junior team members 	In addition to those for Expert, Principal requires: <ul style="list-style-type: none"> • Executive level communication skills • Inter-organizational management of complex strategy projects • Oversight for large (multi-project/ or large initiative) budget. • May manage and provide coaching including performance evaluation of up to 2 team members



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Technical Competency	Technical Competency Description	Program Marketing Manager, Associate	Program Marketing Manager	Program Marketing Manager, Senior	Program Marketing Manager, Expert	Program Marketing Manager, Principal
Market Research	Gathers, evaluates, and analyzes external customer, industry, business information, and secondary research to identify solutions to business needs.	Novice	Proficient	Advanced	Advanced	Advanced
Marketing Plans/Planning	Assesses marketing research data, sets business goals and develops outreach plans to deliver business goals	Novice	Proficient	Advanced	Advanced	Advanced
Research and Analysis	Monitors, gathers and analyzes information, determines potential impacts, and recommends responses to challenges.	Novice	Proficient	Advanced	Master	Master
Vendor Management	Monitors vendor agreements, conducts cost-benefit analysis and communicates with vendor	Novice	Proficient	Advanced	Advanced	Advanced
Advocacy and Persuasion	Effectively influences others to achieve understanding, acceptance, and commitment to act in support of ideas, programs or causes.	Novice	Proficient	Advanced	Advanced	Master
Presentation Skills	Demonstrates skill in delivering clear, understandable oral presentations to groups; effectively organizes and tailors presentation to meet the needs of the audience.	Novice	Proficient	Advanced	Advanced	Master
Organizational Savvy	Grasps the workings of the total organization as a formal and informal system; aligns and maneuvers organizational resources and internal politics skillfully to solve problems or accomplish goals.			Novice	Proficient	Advanced

***Proficiency Levels**

Novice: Demonstrates general understanding of knowledge, principles, and/or applications of the area; is able to complete routine assigned tasks with minimal guidance or supervision.

Proficient: Demonstrates solid understanding of knowledge, principles, and/or applications of the area; is able to complete moderately complex projects, with minimal guidance and supervision.

Advanced: Demonstrates advanced understanding of knowledge, principles, and/or applications of the area; is able to understand complex ideas and make recommendations in this area. May function as a Lead or Mentor to other members of the team.

Master: Demonstrates mastery of knowledge, principles, and/or applications of the area; is able to lead and direct others in this area.