



Director of Communications and External Affairs

Orange County Power Authority seeks a seasoned, collaborative communications and external affairs leader to provide strategic direction across OCPA's Communications, Marketing, External Affairs, Customer Care, Community Engagement, and Customer Programs functions. This position is responsible for advancing public awareness, strengthening stakeholder relationships, enhancing customer trust, and supporting OCPA's brand, reputation, and public trust. The Director will work closely with executive leadership, elected officials, governing boards, member agencies, community organizations, business partners, customers, and other stakeholders, while overseeing strategic communications, public outreach, customer engagement, media relations, and community-facing initiatives. After-hours, evening, and weekend support may be needed to fulfill the duties of this role.

About OCPA:

OCPA is a dynamic public agency serving customers with renewable energy options at stable rates. A Community Choice Aggregator (CCA) alongside 24 others across the state of California, OCPA launched service in 2022 and currently serves over 181,000 customer accounts in Southern California Edison territory. Current member cities include Buena Park, Fullerton, Irvine, and Fountain Valley with the goal of strategic growth across Orange County. For more information, please visit our website at www.ocpower.org.

Submissions Process: Candidates should send a cover letter and resume with a minimum of three professional references to recruitment@ocpower.org. Submissions will be accepted and reviewed on a continuous basis with selections for interviews being made when a sufficient number of qualified submissions have been received.

About the Position:

The Director of Communications and External Affairs will lead OCPA's communications, marketing, external affairs, customer care, community engagement, and customer programs functions. This is a highly visible leadership role that works closely with the CEO, executive team, Board of Directors, member agencies, elected officials, community organizations, business partners, and customers.

The Director will help shape how OCPA communicates with the public, builds trust with stakeholders, promotes its clean energy programs and services, and responds to emerging issues. The role will oversee strategic communications, media relations, public outreach, customer engagement, community partnerships, and customer-facing programs, while providing leadership and direction to a multidisciplinary team.

The successful candidate will be a collaborative and strategic leader who is comfortable working in a public agency environment, building relationships across diverse stakeholder groups, and translating complex issues into clear, effective communications.

OCPA currently utilizes a hybrid work schedule. The hybrid schedule includes three days per week in the office. This schedule is subject to change due to agency events or special meetings.

Examples Of Duties / Functions:

- Oversees and provides strategic direction for OCPA's Communications, Marketing, External Affairs, Customer Care, Community Engagement, and Customer Programs functions in support of the Authority's Mission, Vision, and Strategic Priorities.
- Provides leadership and supervision of professional and administrative personnel.
- Coordinates, develops, and measures the contribution and impact of marketing and communications efforts, including general communications, outreach activities, community relations, and regulatory affairs programs.
- Directs internal and external communications and community relations activities managed by department staff.
- Manages the coordination of publications, presentations, speeches, standard correspondence, and other communications of a highly sensitive nature.
- Coordinates and develops position statements, press releases, media materials, newsletters, collateral, and other internal and external strategic communications.
- Serves as an Agency spokesperson, as assigned by the Chief Executive Officer, and coordinates timely and accurate responses to media inquiries and public concerns.
- Coordinates external consultants supporting strategic communications, graphic design, market analysis, social media, and other initiatives.
- Represents the Authority, as assigned, before the Board of Directors, member agencies, community organizations, business groups, and at public meetings and community events.
- Develops and administers departmental budgets, establishes performance metrics, and evaluates the effectiveness of assigned programs and initiatives.
- Provides strategic oversight of the planning, development, implementation, and evaluation of customer programs that support OCPA's strategic objectives and community needs.
- Supports collaboration with other departments to ensure customer programs and public-facing initiatives are operationally, financially, legally, and strategically aligned.
- Ensures customer programs align with Board-approved policies, available funding, regulatory requirements, operational capabilities, community needs, and OCPA's strategic objectives.
- Identifies and pursues grant funding opportunities and strategic partnerships that support Agency programs and initiatives.
- Manages contracts with consultants, agencies, and vendors supporting communications, marketing, customer engagement, and external affairs initiatives.
- Works with and supports the Community Advisory Committee, fostering meaningful two-way communication and engagement between the Authority and the community.
- Provides strategic communications guidance and recommendations to executive leadership on public-facing initiatives, stakeholder engagement, and executive communications.

- Provides oversight of Customer Care and customer experience initiatives to support high-quality service delivery, customer satisfaction, and continuous improvement.
- Oversees OCPA's digital communications, including website content, email, social media, promotional campaigns, and other public-facing materials.
- Researches and integrates industry trends and relevant news into public relations and communications efforts.
- Oversees the tracking and reporting of marketing program effectiveness, provides insights, and recommends strategic improvements.
- Coordinates and attends public events, in-person or virtual, to provide information about OCPA and engage with members of the public.

Qualifications:

Experience/Education:

- Bachelor's degree from an accredited college or university in Communications, Business, Marketing, Public Relations, or a related field, or equivalent experience.
- Eight (8) years of progressively responsible experience in communications, external affairs, government relations, policy, government, or a related field.
- At least five (5) years of experience leading teams, managing complex initiatives, or serving in a senior leadership role.
- Experience working with public agencies, governing boards, elected officials, community organizations, or other governmental stakeholders is highly desirable.
- A Master's degree is highly desirable.
- Possession of a valid State of California driver's license is preferred.

Knowledge:

The successful candidate will possess varied knowledge, skills and abilities. The following are areas of insight and experience indicative of successful performance in this position:

- Utility and energy industry, including Community Choice Aggregation (CCA), industry terminology, programs, and services.
- California energy policy and the clean energy landscape.
- Key government, business, and community organizations within Orange County.
- Community Choice Aggregation (CCA) landscape in California.
- Strategic communications, external affairs, marketing, customer engagement, and public outreach.
- Stakeholder engagement and relationship building, including working with elected officials, governing boards, government staff, community organizations, businesses, and the public.
- Diverse cultures and communities and effective approaches for engaging a broad range of stakeholders.
- Microsoft Office suite including Excel, Word, and PowerPoint.

Other Qualifications:

- Demonstrated commitment to sustainability, clean energy, and public service.
- Direct experience working with local and state government officials and staff across a variety of issue areas.
- Experience building teams and managing staff and consultants.
- Demonstrated political judgment, diplomacy, professionalism, and discretion when addressing sensitive issues and balancing competing interests.
- Ability to build trust and collaborative relationships with individuals and groups representing differing perspectives.

Abilities:

- Communicate clearly and effectively, both orally and in writing, and adapt messaging for leadership, governing boards, elected officials, community partners, the media, customers, and the public.
- Present complex or technical information in a clear and accessible manner.
- Exercise sound judgment and effectively navigate complex and politically sensitive public-sector environments.
- Develop networks, build alliances, and work collaboratively across departments and with external stakeholders.
- Provide strategic leadership, establish priorities, and translate organizational vision and strategic objectives into action.
- Lead, motivate, develop, and supervise professional and administrative staff.
- Manage multiple priorities and complex initiatives while maintaining accuracy, professionalism, and responsiveness.
- Develop and maintain trusted relationships with elected officials, governing boards, community organizations, partner agencies, businesses, and other stakeholders.
- Use data, performance measures, customer feedback, and stakeholder insights to evaluate effectiveness and recommend improvements.

Physical Demands:

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer / laptop; to operate a motor vehicle and to visit various meeting sites in Orange County to conduct agency business. This is primarily a sedentary office classification, although standing in and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve information using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

Environmental Elements:

This is primarily a sedentary classification, and the employee works in an office environment with moderate noise levels, controlled temperature conditions, and no known direct exposure

to hazardous physical substances. The employee interfaces with staff, management, other agency representatives, as well as government officials, business representatives, and the general public in explaining the agency's programs and requesting and providing information.

Compensation And Benefits:

Salary is commensurate with experience. The salary range is **\$166,400 to \$259,900 per year**. OCPA offers a generous benefits package that includes:

- Employer-paid individual, family, and domestic partner health insurance (medical, dental, vision)
- Life, short-term disability, and long-term disability insurance coverage
- Retirement benefits, including a 10% employer contribution and an additional employer match of up to 4%
- Paid time off (PTO), ten paid holidays and two floating holidays
- Health and wellness reimbursement benefit
- Technology stipend
- Flexible spending accounts (FSA) – health and dependent care

This is an exempt position. This is not a civil service position; however, some OCPA employees may be required to submit a Statement of Economic Interests form, also known as Form 700.

Orange County Power Authority is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right to family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding, and related medical conditions), and sexual orientation.