

CCA Campaign Manager

Job Description and Scope of Work

Background

A coalition of clean energy advocates in Ohio launched the [Power a Clean Future Ohio](#) campaign in February of 2020 to provide the foundation for cities and local governments to take ambitious action on carbon reduction. In the wake of statewide action eliminating Ohio's renewable energy and energy efficiency standards, it was time to "go local" in Ohio and capitalize on the growing frustration felt by local leaders and elected officials and their energy to take action on climate change and clean energy solutions.

To date, ten cities have become PCFO Communities, and the campaign has a goal of reaching 30 cities by the end of 2021. In the process of working with these cities, PCFO also engaged with Columbus and Grove City as they successfully passed community choice aggregation (CCA) ballot initiatives that will require 100% renewable energy.

This campaign will have two components: (1) advocating for and supporting local communities in adopting 100% clean energy aggregation contracts for residents of those municipalities and (2) persuading aggregators to transition their energy supply contract for their member communities to 100% clean energy.

Community Choice Aggregation Background

Community choice aggregation (CCA) are programs that allow local governments to procure power on behalf of their residents, businesses, and municipal accounts from an alternative supplier while still receiving transmission and distribution service from their existing utility provider. By aggregating demand for energy at the municipal level, people can use their combined buying power to drive down the overall cost of electricity and also choose up to 100% clean energy supply. Aggregation contracts can also build a small fee into energy rates to provide funding for clean energy priorities, such as building renewable energy projects or creating city-backed energy efficiency programs.

Some aggregators historically focus more on cost savings than providing clean energy options, which creates challenges for cities wishing to move to 100% renewable energy. For example, individual customers in certain aggregated areas can voluntarily choose to use 100% renewable energy, but it is offered at a higher price and sourced through renewable energy credits.

Thus, this campaign will also focus on building political support among government leaders and residents in areas like this to apply pressure on aggregators to transition their energy supply to cost-effective, 100% clean energy.

Interaction With PCFO Campaign

This campaign will be an integral element of the broader Power a Clean Future Ohio campaign. The campaign manager will report to the coalition's state director and PCFO's Executive Director and serve on the PCFO Steering Committee. The campaign manager will coordinate this work among the PCFO coalition of organizations and have access to the shared resources of the coalition.

General Job Description

The coalition seeks a campaign manager to lead a multi-faceted approach to transitioning Ohio's cities to 100% clean energy through effective implementation of community choice aggregation. In consultation with the coalition members, the campaign manager will also seek to (1) advocate for and support local communities in adopting 100% clean energy aggregation contracts for residents of those municipalities and (2) persuading aggregators to transition their energy supply contract for their member communities to cost-effective, 100% clean energy.

Scope of Work

- Lead efforts to recruit and support champions for 100% clean power CCA in target local governments and to implement campaign goals
- Lead and coordinate a team of consultants/experts/allies in policy, communications, and organizing to achieve campaign goals.
- Coordinate the activity of coalition partners within each component of the campaign
- Maintain and track engagement with the individual cities, local governments, and community organizations.
- Work with PCFO and State Director to manage the campaign's budget.
- Provide weekly updates on the campaign's progress to the PCFO Steering Committee and coalition.
- Organize and maintain regular contact with relevant working committees for the campaign and participate in calls and meetings as needed.
- Assist in the development of campaign strategies with the appropriate coalition partners as needed.
- Ensure that the campaign plan's goals, strategies, and tactics are being achieved and executed in a timely manner.
- Track and maintain a calendar of events and deadlines related to the Campaign
- Provide succinct written weekly updates to the state director.
- Coordinate grassroots organizing work with the relevant coalition partners
- Together with the Executive Director, develop monthly work plans reflecting timelines and tasks for each component of the campaign.
- Testify before local government bodies and communicate technical details and relevant resources related to community choice aggregation to government officials
- Where possible, serve as a technical resource to cities for their transition to 100% clean energy.
- Assist the communications team in creating content and highlighting victories for the campaign's social media accounts.
- Other tasks and duties as assigned by the State Director, Steering Committee or PCFO Executive Director.

Qualifications

Three or more years work experience from among the following:

- Political campaign work (for candidates or issue), especially in grassroots, media, and/or management
- Track record of successful campaign work
- Government staff work for elected officials or agencies
- Advocacy work to educate policymakers and/or the public
- Experience overseeing simultaneous campaigns
- Self-motivated, able to work remotely, Ohio-based preferred
- Very strong communication and interpersonal skills

The campaign manager should share our commitment to integrating racial equity and justice in our work, increasing racial diversity in our movement, and ensuring an inclusive organizational culture. The Campaign Manager position is a 1-year, full-time, contractor position and will be contracted through the Ohio Environmental Council, starting February 2021. Likely on- to two-year extension, but contingent on funding. Compensation commensurate with experience. Range \$65,000 - 75,000 per year.

Please submit a resume, cover letter, and three references to Dayna Baird Payne at dayna@governmentedge.com no later than January 27, 2021. Should you have any questions, please email Dayna at the above email address.