



Job Title: Public Information Officer, Outreach Manager
Classification: Non-classified, exempt
Salary Range: \$60,000 - \$70,000
Closing Date: Open until filled

Colorado Energy Office (CEO) Mission: To improve the effective use of all of Colorado's energy resources and the efficient consumption of energy in all economic sectors, through providing technical guidance, financial support, policy advocacy, and public communications.

CEO Vision: To help Coloradans live more prosperous and healthy lives by promoting innovative energy production and efficient energy consumption practices that are beneficial to the economic and environmental health of the state.

Position Description:

The Colorado Energy Office's (CEO) Public Information Officer/Outreach Manager is responsible for CEO's brand and messaging across traditional and digital media platforms. The position will respond to media inquiries, work closely with subject matter experts to craft key messaging, implement an integrated marketing communications plan, and actively promote CEO to the media and throughout Colorado. This position will report to the deputy director and work closely with the communications associate.

Required Experience/Capabilities:

- At minimum, a bachelor's degree in a related field (communications, journalism, or marketing)
- Exemplary written and oral communication skills
- Strong experience working with media, writing press releases and talking points, and pitching stories to the media
- Knowledge or experience in the energy industry such as energy efficiency, alternative fuels, renewable energy and clean technologies
- Experience creating integrated marketing plans and identifying appropriate strategies and tactics
- High level of initiative and ability to work well in both an independent and team environment
- Ability to work in stressful and high pressure situations
- Strong time management and organization skills
- Excellent computer skills including the Microsoft Office suite
- Exceptional leader and team player

Responsibilities:

- Promote CEO's brand and messaging and ensure consistency.
- Build ongoing relationships with media and respond to inquiries and actively promote CEO's mission and current work.
- Actively engage with key partners to find opportunities to promote initiatives.
- Actively engage with CEO's subject matter experts to provide communication direction and marketing outreach and support.
- Work with CEO's subject matter experts to prepare for presentations and media interviews.
- Promote CEO's work through social media, CEO newsletter and relevant publications and channels.
- Work with the CEO's communications associate as a lead.
- Respond to and manage Colorado Open Records Act (CORA) requests.
- Collaborate in the development and implementation of a strategic communications plan to promote CEO's work, goals, achievements, and use of funding to multiple audiences, including the media, public, legislators and partners such as utilities, state agencies, local governments and trade associations.
- Manage communications' budgets and contracts and ensure deliverables.
- Develop CEO's media calendar for the year and provide recommendations for CEO's participation in speaking engagements across the state that align with CEO's mission and goals.
- Oversee CEO's three websites, including content, design and art direction.
- Oversee CEO's newsletter content and distribution.
- Manage and maintain CEO's social media platforms.

Preferred Experience:

Experience working with Content Management Systems

Experience working with Adobe Creative Suite

Interested candidates must submit a cover letter and resume outlining their skills and experience as it relates to the job posting along with at least three professional references to nancey.steinheimer@state.co.us. Candidates must have knowledge or experience in the energy industry. Salary is commensurate with experience and qualifications.