

CALIFORNIA STATE TREASURER'S OFFICE

POSITION DUTY STATEMENT

PROPOSED

CURRENT

DIVISION OR BCA CA Alternative Energy & Advanced Transportation Financing Authority (CAEATFA)					POSITION NUMBER (Agency-Unit-Class-Serial) 321-001-5157-XXX	Position ID 6036
UNIT					CLASSIFICATION TITLE Staff Services Analyst	
TIME BASE / TENURE Full Time/Permanent	CBID R01	WWG 2	COI Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	MCR 1	WORKING TITLE	
LOCATION Sacramento					INCUMBENT	EFFECTIVE DATE
STATE TREASURER'S OFFICE MISSION						
The State Treasurer's Office (STO) provides banking services for state government with goals to minimize banking costs and maximize yield on investments. The Treasurer is responsible for the custody of all monies and securities belonging to or held in trust by the state; investment of temporarily idle state and local government monies; administration of the sale of state bonds, their redemption and interest payments; and payment of warrants drawn by the State Controller and other state agencies.						
COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION						
The California State Treasurer's Office (STO) is committed to building and fostering a diverse workplace. We believe cultural diversity, backgrounds, experiences, perspectives, and unique identities should be honored, valued, and supported. We believe all staff should be empowered. The STO is proud to foster inclusion and representation at all levels of the Department.						
DIVISION OR BCA OVERVIEW						
BRIEFLY DESCRIBE THE DIVISION/UNIT FUNCTIONS The California Alternative Energy and Advanced Transportation Financing Authority (CAEATFA) works collaboratively with public and private partners to provide innovative and effective financing solutions for California's industries, assisting in reducing the state's greenhouse gas emissions by increasing the development and deployment of renewable energy sources, energy efficiency, and advanced transportation and manufacturing technologies to reduce air pollution, conserve energy, and promote economic development and jobs.						
GENERAL STATEMENT						
BRIEFLY (1 OR 2 sentences) DESCRIBE THE POSITION'S ORGANIZATIONAL SETTING AND MAJOR FUNCTIONS GoGreen Financing (GoGreen Home, GoGreen Business, and GoGreen Multifamily) works to assist Californians in the implementation of energy efficiency measures in their homes and businesses by incentivizing lenders to provide improved interest rates and loan terms. The Marketing, Education, & Outreach (MEO) Staff Services Analyst, works under the general direction of the Staff Services Manager II (SSM II) for GoGreen Financing; the immediate supervision of the Staff Services Manager I (SSM I), GoGreen program manager; and receives project direction from the SSM I (Specialist) Marketing Manager.						
% of time performing duties	Indicate the duties and responsibilities assigned to the position and the percentage of time spent on each. Group related tasks under the same percentage with the highest percentage first.					
30%	Communications: Assists with maintaining and coordinating development of program websites, including the consumer-facing GoGreen Financing online platform and information about CAEATFA on the State Treasurer's Office website, ensuring content is accurate, accessible, and appropriate to the audience. Works in a collaborative team setting assisting with the development, implementation, and maintenance of complex ME&O communications and marketing collateral for the GoGreen Financing program's stakeholders including consumers, lenders, and contractors to encourage participation and program growth including program newsletters, press releases, reports, materials, and any other marketing collateral using both qualitative and quantitative program data. Assists in reviewing and providing feedback on marketing materials developed by vendors and program partners. Assists in preparing and maintaining an inventory system to track marketing collateral.					

20%	<p>Outreach Strategy and Business Development: Assists in coordinating closely with contracted vendors, including a statewide marketing implementer and a contractor services manager; the CPUC and the Investor-Owned Utilities (IOUs); and with State Treasurer’s Office legal counsel and other decision makers as needed regarding numerous participant engagement, business development, and training initiatives in support of the GoGreen Financing programs. Assists in the development and support of new and existing marketing, education and outreach plans and efforts to recruit, enroll, and engage with stakeholders (such as lenders and contractors) that will participate in the GoGreen Financing programs. Assist with the implementation of customer value propositions to encourage stakeholder participation growth and encourage program activity. Assists in Conduct research on high impact sectors to inform the development of key education, outreach, and recruitment materials. Research and cultivate strategic partnerships.</p>
20%	<p>Statewide Marketing: With direction, coordinate with the marketing implementer, energy utilities, local governments, CCAs, RENs, and targeted stakeholders regarding the implementation of statewide financing marketing activities, participating in regular coordination calls and working group meetings to recommend, develop, review, and promote materials. Attend and/or present at industry conferences, workshops, and events to promote GoGreen Financing, including creating presentations and/or slide decks.</p>
15%	<p>Marketing Process and User Experience Improvements: Assists in researching marketing best practices in alignment with program needs to develop and recommend processes and tools that continuously improve the user experience for program participants, including lenders, retrofit contractors, and borrowers. Ensure materials are accurate, of high quality, and best represent the program.</p>
10%	<p>Data and Metrics: Assists in utilizing program data to perform analysis on program metrics. Research and coordinate internal capacity for sharing Program data. Assists in researching best practices and recommend tools for the development of special projects as needed, such as a database of aggregated GoGreen Financing portfolio metrics for public access. When needed, assist in coordinating with contracted vendors and program partners to facilitate gathering and sharing of program, marketing, and energy savings data.</p>
5%	<p>Other duties as required in support of CAEATFA’s mission, goals, and objectives. May travel up to twice a month for one to two days at a time.</p>

SPECIAL REQUIREMENTS

N/A

To be reviewed and signed by the supervisor and employee:

EMPLOYEE’S STATEMENT:

- *I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH MY SUPERVISOR AND RECEIVED A COPY OF THIS DUTY STATEMENT.*

EMPLOYEE’S NAME (Print)	EMPLOYEE’S SIGNATURE	DATE

SUPERVISOR’S STATEMENT:

- *I CERTIFY THIS DUTY STATEMENT REFLECTS CURRENT AND AN ACCURATE DESCRIPTION OF THE ESSENTIAL FUNCTIONS OF THIS POSITION*
- *I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH THE EMPLOYEE AND PROVIDED THE EMPLOYEE A COPY OF THIS DUTY STATEMENT.*

SUPERVISOR’S NAME (Print)	SUPERVISOR’S SIGNATURE	DATE