



WISCONSIN ENERGY CONSERVATION CORPORATION

Job Description

Title: Director of Strategic Planning and Development
Status: Exempt

I. POSITION MISSION

Under **general direction**, the Director of Strategic Planning and Development will lead Wisconsin Energy Conservation Corporation's (WECC) strategic planning processes, identify and develop strategies to increase innovation, direct the development of new initiatives, and measure and monitor the success of the organization's program portfolio in achieving mission.

II. PRIMARY RESPONSIBILITIES

1. Direct the development of new initiatives and new funding sources. 45%
 - a. Inspire and oversee the development of a shared vision for WECC's business development activities.
 - b. Lead/coordinate the development, updating, and communication of WECC's annual business development plan.
 - c. Develop and facilitate strategies to ensure ongoing communication of WECC's business plan and progress to the Board of Directors and staff.
 - d. Direct the review of all competitive and sole-source opportunities for new projects and determine whether WECC should pursue.
 - e. Develop and facilitate cross-functional teams to prepare new program proposals and to effectively integrate new business into existing program operations.
 - f. Direct and further refine WECC's semi-annual process for reviewing new project ideas submitted by the Board of Directors, staff and external customers.
 - g. Oversee the development of budgets and monitor the adequacy of staff and subcontractor resources to effectively deliver new project initiatives.
 - h. Develop, communicate and maintain an overall client management strategy.
 - i. Oversee client relationships, monitor client satisfaction and recommend appropriate improvements and solutions.
 - j. Lead and coordinate the development, updating, and communication of WECC's optimal program portfolio.

2. Lead the organization's strategic planning processes. 10%
 - a. Lead and coordinate WECC's three-year strategic and annual planning processes, assuring appropriate level of input from the Board of Directors, senior management and staff.
 - b. Coordinate evaluation and routine communication of progress toward the organization's strategic priorities and annual goals.
 - c. Develop ongoing strategies for working with the Board of Directors and staff to identify emerging industry issues and incorporate them into WECC's planning processes.
 - d. Develop and implement strategy for identifying and building

relationships with strategic partners to further WECC's mission.

3. Identify and implement strategies that will lead to increased innovation in WECC's programs and services. 15%
 - a. Monitor and assess performance of WECC's overall portfolio of programs and services. Annually update the Program Balance Sheet and identify and facilitate innovations that improve the portfolio balance, communicating progress to the Board of Directors and staff.
 - b. Develop and facilitate strategies for encouraging innovation within WECC in terms of developing new or improved products and services to market to prospective clients.
 - c. Work collaboratively with Energy Programs to develop strategies and appropriate processes that allow WECC to consistently monitor and improve quality of service.
 - d. Develop strategies and appropriate processes that allow WECC to continue to learn about innovation in energy technology/practices and effective program design.

4. Direct the development of research/evaluation activities to support strategic priorities. 15%
 - a. Prepare and oversee the implementation of an annual research plan that identifies areas for service improvement and opportunities for innovation.
 - b. Oversee WECC's research activities, including program-specific efforts to understand markets and technologies as well as organization-wide efforts to assess client and stakeholder satisfaction.
 - c. Initiate and oversee the refinement and utilization of WECC's software modeling program to evaluate cost effectiveness of new technologies and initiatives.

5. Oversee the organization's energy policy efforts and assure appropriate integration of policy work with WECC's services. 5%
 - a. Lead/coordinate the development, updating, and communication of WECC's annual policy plan.
 - b. Develop and implement strategies for ensuring WECC's leadership and participation in key policy planning initiatives.
 - c. Determine appropriate involvement in advocacy and lobbying.

6. Assist the Executive Director and Senior Management Team in overall decision-making and management of the organization. 10%
 - a. Participate in all senior management team meetings and decisions.
 - b. Participate in WECC's strategic planning and annual planning processes.
 - c. Cultivate and create opportunities in the organization that foster cross-functional synergies of skills, approaches and solutions that advance WECC's mission.
 - d. Contribute leadership skills in helping WECC maintain a mission-driven, creative, enjoyable and stimulating work environment for all staff.

III. SECONDARY RESPONSIBILITIES

Frequency

- | | |
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| 1. Represent WECC's business development interests at regional and national conferences. | Ongoing |
| 2. Attend all Board of Director's meetings. | Quarterly |

IV. SUPERVISORY RESPONSIBILITIES

Direct supervision of the following Managers/Directors; Business Development, Energy Policy, Research and Development. Supervisory authority includes hiring/firing, performance development, assignment of work, and daily supervision.

V. REQUIRED QUALIFICATIONS

The individual must possess these skills and abilities, or explain and demonstrate that s/he can perform the essential functions, with or without reasonable accommodation, using some combination of skills and abilities.

Education	Bachelor's Degree in business or related field of study required. Graduate degree in business, economics, marketing, energy analysis, public policy or related field of study preferred.
Required Skills & Experience	<ol style="list-style-type: none">1. Ability for strategic thinking regarding organizational and business development direction and management.2. Proven experience with strategic planning, goal setting and results measurement, program planning and design, new business development, and market research/evaluation.3. Superior knowledge of characteristics of key efficiency and/or renewable energy markets and measures; superior knowledge of good efficiency and/or renewable energy program designs for business and residential markets.4. Demonstrated leadership, supervision/mentoring, and team building skills5. Superior time management and organizational skills.6. Strong interpersonal skills including comfort with persuasive communications.7. Excellent written and verbal communication skills.8. Ability to facilitate group discussions and meetings.9. MS Office software proficiency.
Desirable Skills & Experience	<ol style="list-style-type: none">1. Minimum of five (5) years experience leading strategic planning or innovation initiatives, optimally in energy efficiency and/or renewable energy programs.2. Demonstrated analytical and investigative skills, specifically regarding research data.3. Experience with techniques of economic analysis.
Personal Suitability	Must be: <ol style="list-style-type: none">1. A big-picture thinker2. Innovative3. Persuasive4. Analytic5. Politically savvy and poised
Occupational Certification	N/A

VI. FISCAL RESPONSIBILITY

Signature authority up to \$100,000 within the budget approved by WECC's Board of Directors.

VII. EXTENT OF PUBLIC CONTACT

Daily contact both in person and via telephone, with utilities, state energy offices, federal agencies, the media, the public and WECC staff. Nature of contact ranges from negotiating desired outcomes and assisting in the facilitation of implementation strategies to answering inquires and evaluating services.

VIII. PHYSICAL DEMANDS

The ability to sit or stand at a desk for extended periods, use a computer and telephone, and use verbal and listening skills in a court of law and various public forums, is essential.

IX. WORKING CONDITIONS AND ENVIRONMENT

Equipment Used: Computer, fax machine, telephone, copier
Travel Status: Occasional
Car Required: No
Normal Work Hours: Monday through Friday, 8:00 AM- 5:00 PM and occasional evening/
weekend hours

Excessive noise?	<u>No</u>
Working around moving machinery?	<u>No</u>
Marked changes in temperature/ humidity?	<u>No</u>
Exposed to dust, fumes, gases, radiation, microwave?	<u>No</u>
Drives motorized equipment?	<u>No</u>
Works in confined quarters?	<u>No</u>

Reports To: Executive Director