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PO Box 15052
York, PA 17405-7052
Tel: 717.848.4100 800.839.1849
shipleysenergy.com

A-2019-3007580
Utility Code 1121818

Secretary Chiavetta,

Please find enclosed the expanded
job descriptions/experience for the principals
of Click Energy, LLC.

Stephen Jakob has requested
the instrument.

PA P.U.C.
SECRETARY'S BUREAU

2019 APR 15 AM 11:06

WARREN B

RECEIVED

APR 15 2019

Shibley Group LP
BRAND MANAGER SMART TOUCH ENERGY

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

Requirements:

- Bachelor's degree in marketing or related field
- 5+ years of experience in marketing or brand management
- Committed to the values of initiative, responsibility, caring relationships, integrity, and innovation
- Proven ability to develop and execute marketing strategies that deliver results
- Capacity to analyze business operations, finance, and marketing
- Effectively communicate recommendations to executive management
- Excellent communication and interpersonal skills

Responsibilities:

- Develop, manage, and execute marketing strategy across multiple channels to retain existing customers, acquire new customers, and maximize gross profit
- Provide creative and analytical input to back end developers on product enhancements that help grow the Smart Touch Energy platform
- Analyze market trends, research consumer markets and competitors' activities to identify opportunities for business growth
- Manage CRM and develop an email strategy that increases new email/contact acquisition, incorporates targeting and segmentation, and ultimately drives email as an impactful business channel
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs)
- Coordinate with outside marketing and advertising agencies to ensure project success
- Communicate with customers to resolve problems and concerns in a courteous, professional, and timely manner
- Complete projects and other duties as assigned by the President of Smart Touch Energy

Authority:

- Implement changes to Smart Touch Energy marketing, technology, service, and sales processes, which will drive sales, create efficiencies and improve customer service
- Intervene in any customer inquiry to assure quality and responsible service
- Not authorized to bind the company in any contract
- Authorized to sign dealer fuel distribution and service agreements

Relationships:

- Reports to the President of Smart Touch Energy
- Internal contacts: managers and team members at all company locations
- External contacts: customers, channel partners, delivery and service subcontractors

Expected Results:

- Achieve budgeted 2019 Smart Touch Energy NOI goal
- Lead implementation of modifications to Smart Touch Energy platform to support channel partner program by 1/30/2019
- Launch Carbon Neutral brand launch by 1/31/2019

My signature indicates my confident ability and commitment to perform this job description.

Print Name _____

Signature _____

Date _____

12/6/2018

ShIPLEY Group LP
DIGITAL MARKETING LEAD

Requirements:

- College Graduate with a Bachelor's Degree in computer science or information technology
- Cumulative GPA of 3.0 or higher
- Committed to the values of initiative, responsibility, caring relationships, integrity, and innovation
- Intermediate or advanced skills in Microsoft Word, Excel, and PowerPoint
- Excellent written, oral, and interpersonal communication skills
- 2+ years front-end development, specializing in HTML / XHTML, CSS, JavaScript
- Understanding of current trends in web design
- Cross-browser / mobile compatibility troubleshooting
- Experience with web analytics reporting
- Experience/knowledge of Social Networking practices and trends
- Experience with creating banner ads and email marketing campaigns
- Able to keep several projects moving ahead simultaneously with minimal supervision

Responsibilities:

- Create banners, graphics, landing pages, email templates, and web sites
- Create rapid prototypes, wireframes, and user interfaces
- Design layout and templates for maximum usability and focus on user experience
- Create user interfaces, using front-end code in HTML, CSS, JQuery, and JavaScript
- Use advanced CSS techniques in order to solve design issues
- Use the web content management system in order to edit/create pages, assist partner departments with adding/editing content in the CMS
- Give expert design advice on projects, make recommendations for improving web sites
- Work with back end developers to manage integrations with back office systems
- Build, lead, and maintain a strong team through effective recruiting, selection, training, communications, performance management, and team member development
- Complete projects and other duties as assigned by the Marketing Manager

Authority:

- Hire, review, discipline, promote, and dismiss direct reports with approval of the Director of Human Resources and Marketing Manager; dismissal requires proper documentation
- Recommend any changes which will expedite or correct problems within the job scope to the Marketing Manager
- Implement these changes with the approval of the Marketing Manager
- Recommend any IT processing improvements to the Marketing Manager
- Not authorized to bind the company in any contract

Relationships:

- Reports to the Marketing Manager
- Reporting to this position is the Digital Marketing Analyst
- Internal contacts: managers and team members at all company locations
- External contacts: clients, computer vendors, and computer groups

Expected Results:

- Complete 100% of assigned objectives

My signature indicates my confident ability and commitment to perform this job description.

Print Name

Signature

Date

Shipley Energy / Digital Marketing Lead

JAN 2017 - PRESENT, YORK, PA

Manage digital planning and execution, ensuring cohesive customer experience/media strategy across our key channels. Responsible for digital customer acquisition, retention and engagement with marketing initiatives (SEO, SEM/PPC, SMM, email) to help achieve company growth goals. Draw insights from data analytics to identify opportunities to improve performance, reach, and return on investment of digital marketing activities. Report campaign results to company leadership.

Shipley Energy / Front End Web Developer

JUL 2014 - DEC 2016, YORK PA

Responsible for delivering a high-quality user experience that focused on customer needs, supported marketing initiatives, and aligned with overall business goals and objectives. Worked with marketing, sales, and technology teams to develop web content that reinforced brand messaging, increased lead generation, and improved conversion rates.

Steve Downey

Shibley Group LP
VICE PRESIDENT OF MARKETING
PRESIDENT OF SMART TOUCH ENERGY

Requirements:

- Bachelor's degree in Marketing or equivalent experience
- Experience with a wide range of technologies
- Exemplifies and communicates values of initiative, responsibility, caring relationships, integrity and innovation
- Demonstrated ability to lead an organization

Responsibilities:

- Provide vision and leadership for developing and implementing marketing initiatives that align with the strategic goals of Shibley Group
- Research and develop strategies and plans which identify marketing opportunities and new project development (product, price, placement, and promotion)
- Provide vision and leadership for developing and implementing marketing and sales strategies to develop the Smart Touch Energy business
- Lead engagement of prospective channel partners as well as delivery and service subcontractors
- Initiate and maintain appropriate consulting and vendor services for marketing related projects and functions across all business lines
- Analyze pricing and marketing programs to determine marketing programs and pricing tactics to retain existing customers, attract new customers, and maximize gross profit
- Manage the Power Perks program, providing at least quarterly insight into program cost and growth and its effect on cross sales and loyalty.
- Employ Jobs to Be Done theory in product marketing and messaging.

Authority:

- Implement changes to Shibley Energy marketing processes, which drive sales, create efficiencies and improve customer experience
- Incur and approve expenditures made within the approved operating and capital budgets
- May not bind, approve, or execute contracts or agreements that commit Shibley to pay another party for purchases or services on behalf of the business without prior approval of the Executive Team
- Hire, review, discipline, promote, and dismiss direct reports with the approval of the Director of Human Resources pre-notification to the President of Shibley Group

Relationships:

- Reports to President of Shibley Group
- Internal contacts include executives, managers, and team members at all company locations
- External contacts include advertising agencies, marketing technology partners, advertising sales representatives, social organizations, and other groups as necessary

Expected Results:

- Complete 100% of objectives in alignment with the Shibley Energy strategic plan.
- Grow number of first page and top 3 organic search rankings in the Shibley service area by 200%
- Deploy new vertically organized commercial website model by September 30
- Modify the Smart Touch model to enable dealer partners to set prices in their regions by Oct 1
- Achieve forecasted Smart Touch Energy NOI

My signature indicates my confident ability and commitment to perform this job description.

Print name

Date

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PA P.U.C.
SECRETARY'S BUREAU

Steve Downey

ShIPLEY Group LP
DIRECTOR OF INFORMATION SERVICES

Requirements:

- Bachelor's degree in computer science or equivalent experience
- Experience with a wide range of technologies
- Exemplifies and communicates values of initiative, responsibility, caring relationships, integrity, and innovation
- Capacity to analyze business operations and develop IT solutions

Responsibilities:

- Identify and develop information, communication, and service delivery technology solutions for Shipley Group and related companies that improve the profitability of the organization
- Develop, recommend, and implement operating and capital budgets relative to the IT function
- Develop, recommend, and implement schedules for all internal and vendor supplied IT initiatives
- Ensure that all company systems remain PCI compliant
- Initiate and maintain appropriate consulting and vendor services for IT related projects and functions across all business lines
- Whenever possible, select vendors through a formal Request for Proposal (RFP) process
- Manage internal needs for application development, Internet development, programming, data processing operations, and IBM AS/400 administration
- Manage IT help ticket system and ensure acceptable ticket response and closure time
- Ensure proper system security to safeguard company and customer information
- Update Disaster Response plan bi-annually to ensure it is current
- Develop and maintain incident response plan
- Hold regular (monthly/quarterly) IT Steering Committee Meetings
- Build, lead, and maintain a strong team through effective recruiting, selection, training, communications, performance management and team member development
- Complete quarterly objectives as agreed with the Chief Executive Officer

Authority:

- Recommend any IT related changes, which will improve the efficiencies and customer service
- Incur and approve expenditures made within the approved operating and capital budgets
- Propose and secure the assistance of outside vendors for programming and software needs
- May not bind, approve, or execute contracts or agreements that commit Shipley to pay another party for purchases or services on behalf of the business without prior approval of the Executive Team
- Hire, review, discipline, promote, and dismiss direct reports with the approval of the Director of Human Resources and Chief Executive Officer; dismissal requires proper documentation

Relationships:

- Reports to the Chief Executive Officer
- Reporting to this position are the AS/400 Systems Administrator, Project Manager, Computer Systems Support Specialist, Computer Systems Administrator, Senior Software Developer, Applications Developer, and Junior Applications Developer
- Internal Contacts: managers and team members at all company locations
- External contacts: customers, technology and other IT related vendors, and IT share groups in order to stay abreast of emerging computer technology

Expected Results:

- Meet IT budget
- Complete 100% of assigned objectives

My signature indicates my confident ability and commitment to perform this job description.

Print Name

Signature

Date



415 Norway Street
Post Office Box 15052
York, PA 17405-7052

PRESORTED
FIRST CLASS



U.S. POSTAGE >> PITNEY BOWES

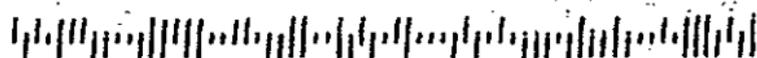


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Rosemary Chiavetta, Secretary
Pennsylvania Public Utility Commission
400 North ST

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