

## **Community Outreach & Marketing Coordinator – New Rochelle**

Energy Improvement Corporation, home of Energize NY, seeks a highly organized, people-oriented, customer-focused relationship management professional to serve as the organization's Community Outreach and Marketing Coordinator in New Rochelle.

### **About Energize NY**

Energy Improvement Corporation (EIC) is a New York State mission-driven, innovative non-profit local development corporation focused on increasing the demand for clean energy building improvements in New York through its Energize NY services. EIC operates for the benefit of its growing municipal member base (36 to date) across NY State and is regulated by the New York State Authority Budget Office (ABO). Our nine-member Board of Directors is comprised of Chief Executive and Chief Financial Officers from our member municipalities.

Energize NYTM helps break down the barriers to clean energy improvements in local buildings through a range of educational, outreach and financing tools, including community-based outreach about energy efficiency and renewable energy opportunities and by providing low-cost, long-term PACE financing for projects. We work closely with our member municipalities to help building owners eliminate energy wasted in their buildings and explore renewable energy opportunities—reducing energy costs, greenhouse gas emissions and improving the value of local buildings.

Energize NY offers a number of clean energy services in its member municipalities: Energize NY Commercial, Energize NY PACE, and Energize NY Residential, which are designed to make energy savings decisions easier for building owners and to build large-scale demand for energy improvements.

The City of New Rochelle has recently awarded Energize NY funding to expand its clean energy services for homeowners throughout the community. We are seeking a dynamic, positive, motivated, and well-spoken person to help lead Energize NY's Homeowner Program in marketing, education and outreach efforts to homeowners in New Rochelle.

### **Position Overview**

Energize NY seeks a part time Community Outreach & Marketing Lead to support the implementation of Energize NY's clean energy program for homeowners in New Rochelle. The position reports to the Director of Energize NY (ENY) Homeowner Services in Westchester and will work closely with the EnergyNR Committee in New Rochelle, which is the local organization which is spearheading this effort with Energize NY.

### **Major Responsibilities and Duties**

- Support the design and continued rollout of Energize New Rochelle.
- Support the launch of the Energize New Rochelle by coordinating Energy Coach talks, homeowner parties, tabling and other community events.
- Collaborate with the City of New Rochelle staff, the Energy NR Committee and Energize NY Staff.
- Provide direct community outreach and engagement support.
- Aid in creating the messaging component of Energize New Rochelle at the direction of the Director of ENY Homeowner Services.
- Manage Energize New Rochelle public facing online presence in collaboration with the Director of ENY Homeowner Services.
- Help to refine and deploy Energize New Rochelle homeowner and community toolkit to provide community engagement, education and outreach tools.
- Assist the capacity building efforts of the Energize New Rochelle Champions and supporters (e.g. civic groups, partners, sponsors, volunteers) Attend bi-monthly Energy NR Committee meetings.
- Act as the primary front line Energize New Rochelle outreach person at community events.

### **Additional Responsibilities and Requirements**

- The position is perfect for someone looking to work from home.
- The position requires regular travel to meetings and events throughout New Rochelle.
- The position requires infrequent travel to our Yorktown office
- The position requires some weekend and evening attendance at community events
- Meeting and duties include supporting, participating in and organizing community events, municipal and civic group meetings, volunteer training and other activities.
- The position requires a clean driver's license and reliable fully insured automobile

### **Personal & Professional Attributes**

- Dynamic, positive and personable
- Excellent people and communication skills
- Motivated, dedicated and resilient
- A team oriented problem solver who is helpful and willing to go the extra mile
- Organized and detail oriented

### **Skills & Work Experience**

- Community outreach and/or community organizing and/or marketing-sales experience required
- Knowledge of clean energy markets and the Mid-Hudson Region highly desired

- Proven ability to navigate among divergent stakeholders and interest groups required
- Strong writing, public speaking and one-on-one communication skills required
- Superior technology, web and social media skills required
- Strong office automation and presentation tools (Word, Powerpoint, Excel) required
- Knowledge of Salesforce, customer relationship management databases and other productivity tools highly desired
- Excellent organizational, administrative and data management skills required
- Knowledge of NYSERDA, building science, clean energy and related programs is useful
- Familiarity with the New Rochelle Community and community-based organizations required
- A proven commitment to addressing sustainability in general and energy efficiency in particular, along with an appetite to learn and contribute more in this rapidly developing field

#### **Education**

- B.A. or B.S. from an accredited college or university required

#### **Salary & Benefits**

- Position is limited to 360 hours of work at a rate of \$27.00/hour. Position ends by December 31, 2017. Most work weeks will be about 15 hours.

#### **To Apply**

For consideration please submit a cover letter describing how you see yourself filling the role, a 1-2 page resume to Lauren Brois at [laurenb@energizeny.org](mailto:laurenb@energizeny.org) with Community Outreach & Marketing Lead in the subject line.