



## COMMUNITY & SMALL BUSINESS OUTREACH MANAGER

---

**Reports to:** Director of Efficiency Smart

**Department:** Efficiency Smart (ES)

**Approved:** 5/11/11

---

### **JOB SUMMARY:**

The Community Outreach Manager (COM) will work to develop business relationships with small businesses and community-based programs and organizations. The COM will coordinate activities between AMP subscribing communities, organizations, volunteers, and Efficiency Smart staff to provide energy efficiency solutions to eligible small businesses and residents. The COM will work with small businesses and community-based organizations to ascertain the needs of the community and develop strategic programs with Efficiency Smart department leaders to meet the specific needs. The COM will identify and partner with trade organizations, community leaders, local government, and other applicable groups to develop targeted outreach to achieve energy savings. The COM will (a) develop a review process to evaluate community-based programs, (b) review current and past community-based programs and (c) depending on the outcome of (a) and (b), develop strategies to address gaps in program offerings. The COM will strive to achieve energy savings by creating, supporting, and strengthening community-based and small business programs/approaches in American Municipal Power subscribing member utility communities. This will involve working with Efficiency Smart staff to develop a methodology to review proposed community-based programs and evaluate and document the performance of current and past community-based programs. May help design and implement coordinated community-based energy efficiency efforts, develop and write grant proposals, research and develop concept papers on best practices, define and implement plans. The COM will act as the program manager for small business and community energy efficiency programs.

### **ESSENTIAL FUNCTIONS:** (Majority of duties, but not meant to be all-inclusive nor prevent other duties from being assigned as necessary.)

1. Participate in the Efficiency Smart community and small business team, assisting in the development of a methodology to review community and small business energy initiatives, and reviewing past initiatives.
2. Develop and maintain community calendar for subscribing member utility communities.
3. Assist community and small business organizing efforts for selected Efficiency Smart projects and events with the assistance of other VEIC staff and partners
4. Serve as community liaison and co-coordinator for specific Efficiency Smart community-based projects, including:
  - strategy development
  - coordination with community groups
  - volunteer training
  - project implementation



- project evaluation
  - new program planning and development
5. Support Efficiency Smart communications strategies, including website content, other e-communication, media strategy, and fact sheets and other materials
  6. Conduct market research to develop targeted outreach and energy programs
  7. Develop and maintain positive, ongoing relationships with targeted businesses, trade organizations, associations, and other strategic partners including identifying marketing opportunities within them.
  8. Staff community events and booth opportunities
  9. Develop and maintain strong relationships with key partner organizations, including local energy committees, non-profits focused on energy, neighborhood groups, businesses, business groups, local government, and utilities
  10. Work to promote and assist local energy initiatives that result in energy savings
  11. Work with appropriate Efficiency Smart staff to coordinate activities that result in energy savings
  12. Coordinate with other energy initiatives as necessary
  13. Expand the volunteer base to support Efficiency Smart initiatives in targeted subscribing member utility communities
  14. Provide training as appropriate to volunteers in support of Efficiency Smart initiatives
  15. Supports the coordination of activities with other staff, departments, and divisions within VEIC as is necessary to accomplish organizational goals and objectives.

#### **KNOWLEDGE AND EXPERIENCE:**

1. Strong personal commitment to the mission, vision, goals and values of VEIC.
2. Management experience including staff supervision, contracts, budget management, communications, and the ability to demonstrate goal development and attainment.
3. Bachelor's degree and 5 years of community outreach experience or a similar combination of education and experience.
4. Experience in training and creating training programs and materials
5. Extensive experience with community outreach, volunteerism and volunteer coordination.
6. Excellent written and oral communication skills essential.
7. Superior proficiency with spreadsheet software and proficiency with word processing and database software.
8. Strong interpersonal skills essential and ability to handle competing priorities.
9. Proven ability to be organized, detail oriented and accurate essential.
10. Strong personal commitment to the goals of energy efficiency and affordable housing important.
11. Ohio residents are encouraged to apply, relocation is not available.

#### **WORKING CONDITIONS:**



**Internal-** Work is normally performed in climate controlled office environment, where exposure to conditions of extreme heat/cold, poor ventilation, fumes and gases is very limited. Noise level is moderate and includes sounds of normal office equipment (computers, telephones, etc.). No known environmental hazards are encountered in normal performance of job duties.

**External-** Frequent daily travel within the Ohio and some surrounding areas. Work requires occasional nights and weekends. May require door to door outreach activities.

**PHYSICAL DEMANDS:** (The physical effort generally associated with this position.)

Work involves standing and walking for brief periods of time, but most duties are performed from a seated position. There is potential for eyestrain from reading detailed materials and computer screen. Deadlines, workloads during peak periods and changing priorities may cause increased stress levels. Work may include occasional pushing, pulling, or carrying objects weighing of approximately 40 pounds such as files, documents, and some equipment. Work normally requires finger dexterity and eye-hand coordination to operate computer keyboards at a moderate skill level. Repetitive motion injuries may occur. Company will provide adaptive devices as needed. External work may involve inspecting and crawling in confined spaces as well as climbing ladders.