



Commercial Building Community and Behavior Program Strategist

Job Title: Commercial Building Community and Behavior Program Strategist

Start Date: Available immediately

Employment Type: Full-Time Employment or 40 hours/week Consulting

Location: Prefer San Francisco Bay Area (San Francisco and San Jose, CA)

Company Background: Empower Efficiency is a small and growing consulting company dedicated to making energy efficiency and renewable energy desirable to consumers. Empower Efficiency specializes in developing, implementing, and evaluating initiatives for energy efficiency, renewable, and clean energy. In particular, Empower Efficiency combines social psychology, consumer-focused programming, community-based social marketing, and grassroots outreach expertise to drive those changes in consumer behavior.

Position Overview: This position is part of Step Up and Power Down, a partnership between PG&E and the Cities of San Francisco and San Jose. We work closely with both San Francisco and San Jose businesses to motivate, enable, and engage their staff and customers to reduce energy waste through community-wide behavior and culture change programs. The project is cutting edge and very fast-paced, following a “test, learn, adapt” mantra. We aim to continuously develop and adapt innovative solutions and cost-effective opportunities to further the adoption of energy efficiency behaviors and technologies.

Successful Candidate Overview: The successful candidate will bring considerable subject matter expertise to bear in behavior-related science and building energy efficiency strategies. They will balance those technical skills with general business and collaborative skills, working with a cross-functional project team of experts in complementary fields and collaborating with them to drive positive results for the client and community.

That candidate will be one of the leaders engaged in a complex, fast-moving project. While the first generation of energy opportunities focused on improving building technology, we believe the next wave will focus on behavior-related activities to how people use that technology and interact within the building. As such, this successful candidate will possess:

- Strong leadership skills and the ability to manage up, down, and across the project matrix
- Excellent client relationship management skills
- Efficient program planning and management skills

- Keen insight into of social science best practices:
 - Well-versed in social science literature (e.g., social psychological theories, behavioral economics principles, and human psychology),
 - Experienced with implementing community-based social marketing, the application of social science research methods (e.g., interviews, surveys, focus groups and observational research), experimental design and analysis, and
 - Able to customize and apply these methods within the scope of the project.
- Basic technical understanding about the drivers of energy consumption
- A passion for reducing energy waste in buildings for both environmental and economic benefits
- Strong analytical skills reflective of their graduate degree, plus effective communications skills so they can connect with varied audiences: CEO, shopkeepers, engineers, and general office workers
- Ability to successfully represent the program publicly to program participants
- Ability to thrive in a fast-paced and demanding work environment, embodying an entrepreneurial spirit

Details about the Role and Responsibilities: We are seeking a versatile, thought leader to collaborate with Empower Efficiency staff, client stakeholders, and initiative partners to lead the following tasks:

- 1) Create and develop tools, processes, and procedures for assessing behavior-based opportunities to reduce energy consumption in commercial buildings (“Workplace Energy Practice Assessments”);
- 2) Oversee the implementation and continuous improvement of those Workplace Energy Practice Assessments. Determine and report behavior change opportunities to reduce company-wide energy use (i.e., supervise site visits and analysis of participating companies to identify and report behavior-based savings opportunities);
- 3) Develop a set of community-wide engagement campaigns to encourage the occupants of different types and sizes of commercial buildings to change behaviors to save energy;
- 4) Develop and implement a set of behavior-based field experiments to advance learning about the effectiveness of various approaches to saving energy in the commercial buildings sector;
- 5) Collaborate with project teammates – client, participants and initiative partners- using social science expertise to help them improve the quality of other project processes and products and drive program-wide participation and energy savings; and

- 6) Support the organization of project's quarterly external Behavior Advisory Committee to solicit its insights and ideas on particular program elements.

Minimum Qualifications:

- 1) Prefer a Doctorate Degree in Sociology, Social Psychology, or another relevant field, however, will consider experience as a substitute
- 2) Three to ten years combined experience in:
 - Community-based social marketing, psychology, behavioral science, social science, consumer product marketing, experimental design, and/or similar disciplines; and
 - Energy consumption dynamics in commercial buildings, especially occupant-controlled energy actions (e.g., one-time and habitual actions).

Desired Qualifications:

- Experience working on California commercial energy efficiency initiatives and policies, including work with the CPUC and utility companies
- Familiarity with the San Francisco Bay Area and willingness to travel to project locations
- Strong oral and written communication skills, including experience in preparing and delivering client presentations and public presentations
- Ability to condense and explain behavior science principles in compelling summaries that can be understood by diverse constituents
- Ability to work independently and as a member of many teams at once; well-organized and self-motivated, ability to work alone and with teammates, at home or with others
- Ability to collaborate and develop and manage positive, productive business and interpersonal relationships
- Ability to design work plans, and to prioritize and meet goals under strict deadlines and changing priorities
- High attention to detail and the ability to perform multiple tasks under strict deadlines
- Competent with standard software applications, including: word processing, databases, spreadsheets, and presentations; experience with graphic design software a plus

Compensation: Commensurate with experience



Application Instructions:

Interested candidates should submit the following documents to information@empowerefficiency.com:

- Resume – No more than four pages
- Cover Letter – Address the following questions in your cover letter:
 - Why do you want this job?
 - How do you fulfill the job duties and responsibilities?
 - What are your top three to five strengths?
- Two work samples; would prefer to see one writing and one more graphical example
- At least two professional references (name, phone, email, position, company, span of dates that worked for the reference)

Subject line of the email should read: Commercial Project – [First Name Last Name]

Application Deadline: Applications will be reviewed as we receive them. Please submit your application no later than August 19, 2015.

Empower Efficiency is an Equal Opportunity Employer.