



## **Community Outreach Specialist (San Carlos)**

**Job Title:** Community Outreach Specialist (San Carlos Office)

**Start Date:** This position is available immediately

**Employment Type:** Full-Time

**Location:** San Carlos, CA with outreach in both San Carlos and Redwood City, CA

**Background:** Empower Efficiency is a small and growing consulting company dedicated to making energy efficiency and renewable energy desirable to consumers. California has some of the most progressive energy and climate policies, setting it apart from the rest of the country. In partnership with local leaders and local electric and gas utilities, Empower Efficiency specializes in developing, implementing, and evaluating large-scale energy efficiency, renewable, and clean energy programs that combine consumer-focused community-based social marketing and grassroots outreach.

We work closely with utilities, local governments, and community groups to motivate, enable, and engage a diverse range of customers in community-wide behavior and culture change programs. Our projects are cutting edge and very fast-paced. We follow the mantra “test, learn, adapt” and are constantly looking for innovative solutions and cost-effective opportunities to further energy efficiency and clean energy adoption.

Empower Efficiency was hired to increase awareness and demand for energy efficiency behaviors, products, and programs. We are looking for a dynamic and enthusiastic local and Spanish-speaking resident of San Carlos or Redwood City to join our team and help lead outreach efforts for a community-based energy efficiency campaign. The Community Outreach Specialist should have a minimum of one to two (1 to 2) years of work experience in a marketing or consulting organization, and in grassroots campaigning.

### **Position Summary:**

*El Especialista de Extensión Comunitaria*, será parte de un equipo de base local que utiliza la organización de base, la promoción, y metodologías de mercadeos sociales para desarrollar y mantener alianzas con la comunidad, incluyendo diseño y ejecución de campañas de difusión y mercadeo, además de ser responsable de reclutar y entrenar voluntarios. Estamos buscando candidatos que están profundamente arraigados en las comunidades de Redwood City y San Carlos, y que sean bilingües en Inglés y Español.

Responsibilities include, but are not limited to: planning local events in collaboration with partner organizations, providing service to office walk-in guests, tabling at community events, canvassing in local neighborhoods, and writing newsletters and blogs. The Community Outreach Specialist will carefully track and document initiative progress through data collection, data entry, data quality control, and data analysis.

## Responsibilities:

- Community Outreach: acquire and engage program participants; create, plan and implement campaigns; research, organize, and attend local tabling events; research, engage, and partner with local community organizations; attend relevant partner meetings; educate citizens on energy efficiency; plan local energy efficiency workshops and events; organize and participate in neighborhood canvassing; build trust-based stakeholder relationships.
- Data Entry: enter event details, partner information, and generated leads into data system. Check all data for accuracy and completeness. Document the journey of leads through several stages of engagement. Pull reports from the data system, complete information as necessary, and analyze the data.
- Media and social media: write for marketing brochures, social media, and blogs; monitor and log earned media (news) hits in press book.
- Volunteer Management: identify, train, and manage volunteers.
- Contractor Engagement: engage local contractors and vendors for the initiative and work with them on lead acquisition and retention.
- Other responsibilities as needed.

## Qualifications

### Minimum Qualifications:

- A minimum of one (1) year of experience in a marketing or consulting organization, and one (1) year in campaign organizing
- Deeply rooted in Redwood City and/or San Carlos communities
- Bilingual in Spanish and English

### Desired Qualifications:

- Experience building and working with broad-based coalitions, such as business interests, environmental organizations, health associations, union interests, teachers, faith-based organizations, and others
- Excellent customer service skills and ability to develop and manage trust-based relationships
- Strong oral and written communication skills, including experience in writing for a variety of audiences, such as marketing materials, blogs, and client reports, as well as preparing and delivering public presentations
- Successful community outreach/organizing experience, or at least good knowledge and high interest in energy efficiency, clean energy, or sustainability campaigns
- Ability to condense and explain technical information to concise and pointed summaries that can be understood by diverse constituents. Ability to work independently and as a collaborative member of a team
- Ability to design a work plan, prioritize tasks, and meet goals
- Proficient in Microsoft Office Suite and database applications
- Well-organized and self-motivated
- High attention to detail and ability to perform multiple tasks under strict deadlines
- Ability to maintain a calm demeanor and to work productively despite competing priorities, stress, and tight deadlines
- Bachelor's Degree in a related field, graduate education is a plus



- Must be willing to work evenings and weekends, and occasionally travel throughout the Bay Area

**Compensation:** \$35,000 to \$45,000 per year (commensurate with experience)

**Application Instructions:**

Interested candidates should submit the following documents (in English) to [information@empowerefficiency.com](mailto:information@empowerefficiency.com):

- Resume – No more than two pages
- Cover Letter – Address the following questions in your cover letter:
  - Why do you want this job?
  - What do you bring to our team?
  - What are your top three to five strengths?
- 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: Community Outreach Specialist San Carlos – [First Name Last Name]

**Application Deadline:** Applications will be reviewed on a rolling basis. Please submit your application no later than July 15, 2015.