



RISING SUN ENERGY CENTER

2998 San Pablo Avenue, Berkeley, CA 94702 | www.risingsunenergy.org | Tel: 510.665.1501 | Fax: 510.665.1502

SAN JOAQUIN OUTREACH COORDINATOR CALIFORNIA YOUTH ENERGY SERVICES

The Outreach Coordinator is responsible for planning and implementing a year-round annual outreach campaign to sign renters and homeowners up for the no-cost Green House Call service offered through CYES and to increase overall community visibility of the CYES program. We are looking for individuals with strong experience and proven success in designing and leading outreach, marketing, and canvassing campaigns.

Our youth program, California Youth Energy Services (CYES), reduces youth unemployment and fights climate change by employing and training youth to provide energy efficiency and water conservation services to homes in the greater Bay Area. Since 2000, Rising Sun has employed more than 1,355 youth who have provided over 33,700 homes with Green House Calls to save water and energy.

JOB SUMMARY

The Outreach Coordinator develops and nurtures strategic community partnerships, implements outreach plans and tactics, and recruits residential customers for the CYES program within five cities, with a goal of recruiting 1,250 residents and scheduling 360 of those residents before the start of each CYES summer program. Outreach activities include community events, canvassing, presentations, fostering local partnerships, social and traditional media, grassroots outreach, PR events.

The Outreach Coordinator works closely with a team of Management staff, and is responsible for hiring and supervising a team of 2-3 outreach interns each year, as well as for providing support to seasonal program staff. Finally, the Outreach Coordinator coordinates with Rising Sun's Communications and Development Manager to provide CYES-specific content to promote the program and Rising Sun more broadly. The Outreach Coordinator reports to a CYES Regional Manager.

RESPONSIBILITIES

- Lead generation and solicitation of potential clients through a variety of marketing and outreach strategies such as tabling, canvassing, presentations, etc.
- Calling to schedule and confirm appointments
- Maintenance of customer waitlist and marketing and outreach logs
- Presenting to community organizations, such as faith-based groups, neighborhood associations, local businesses, and property management companies
- Recruit, hire, train, and supervise 2-3 interns
- Ensure that the goals of number of residences is met across all the regions
- Data analysis and reporting
- Work closely with the entire CYES team
- Other duties as assigned

KNOWLEDGE, SKILLS, and ABILITIES

- BA/BS in marketing, communications, or related field, or commensurate professional experience
- Highly organized, with examples of successful use of organizational systems
- Demonstrated ability to develop, lead, and implement an outreach plan and campaign
- Experience working with traditional social media, events, partnerships, canvassing, grassroots outreach, and other methods to promote a program or service
- Excellent written and verbal communication skills
- Experience developing and managing external partnerships and communicating with external stakeholders
- Experience managing volunteers, interns, or staff
- Excellent computer skills: word processing, spreadsheet software, database management
- Key qualities: problem-solver, adaptable, accountable, takes initiative, self-starter, team player; thrives in a fast-paced environment

REQUIREMENTS

- Own a car with valid driver's license and insurance
- Demonstrated and successful outreach experience
- Ability to work some flexible hours
- Ability to lift 15+ pounds, climb a ladder, and to walk up to one mile at a time

This is a full-time, exempt position. Salary is commensurate with experience; full benefits package offered.

TO APPLY

- Please email the following to sjqoc@risingsunenergy.org
 - Cover letter
 - Resume
 - Three professional references
- Please specify " San Joaquin Outreach Coordinator" in the email subject line
- No phone calls, please

Rising Sun Energy Center is an EQUAL OPPORTUNITY EMPLOYER committed to providing a nondiscriminatory and inclusive environment for its employees. EOE/AA/Women and Minorities are encouraged to apply. We are committed to diversity and consider all applicants for all positions without regard to color, ethnic background, religion, sex, gender, sexual orientation, national origin, age, and disability status. Rising Sun is a pet-friendly and family-forward organization that promotes a healthy work-life balance for all staff. For more information about Rising Sun, please visit www.risingsunenergy.org.