



Community Energy Advocate	
Department: PUSH Green	Reports To: PUSH Green Director
Supervises: N/A	Pay Grade (Check all that apply): <input type="checkbox"/> Exempt Salary <input type="checkbox"/> Hourly <input type="checkbox"/> Commission
Status: <input type="checkbox"/> Part Time <input checked="" type="checkbox"/> Full Time	Job Description Updated: June 14, 2016

Main Purpose of Job

The Community Energy Advocate will focus on driving customer sales by planning and presenting at community outreach meetings, meeting with people in their homes, collaboration with Solar Installers, cold calling, neighborhood canvassing and other grassroots outreach methods.

- Duties and Responsibilities**
- Contributes to strategic planning efforts that seek to provide outreach and education for the PUSH Green Solar PV program within targeted communities
 - Maintains regular communication with all PUSH Green team members and participates in regularly scheduled PUSH Green team meetings to ensure effective coordination of solar PV and energy efficiency retrofit programs
 - Implements local outreach campaigns including mailings, flyers and organizing local events and workshops
 - Implements customer referral activities and peer-to-peer social marketing and networking to drive program enrollment
 - Engages institutional, organizational, and government partners in Solar PV program endorsement, sponsorship, and constituent aggregation opportunities
 - Facilitates awareness of the Solar PV program, steps to participate in the program, program financing, program benefits, contractor participation and responsibilities, and connections with PUSH Green energy efficiency programs and benefits
 - Conducts 1-on-1 grassroots outreach efforts to move people to action
 - Conducts joint meetings with outreach partners to introduce programs and encourage participation
 - Works independently and in collaboration with contractors to convert customer leads to contracted and installed solar PV jobs using effective sales strategies
 - Recruits customers to participate in the program and focuses recruitment efforts within identified low-to-moderate income communities within Erie County
 - Pre-qualifies and pre-screens residents and small businesses for participation in solar PV programs, including financing programs
 - Follows up with prospects to determine interest in solar PV programs
 - Maintains customer lists to move customers through the process and guides customers to appropriate resources and programs
 - Manages customer projects and coordinates project management activities with contractors
 - Engages in continuous improvement of customer, contractor, and project management systems
 - Maintains current and up-to-date knowledge of solar PV program components and other related programs and processes
 - Meets contract goals for solar PV program implementation, including outreach and marketing goals, and installed solar PV deliverables
 - Complies with NYSERDA requirements for reporting and communications, as necessary
 - Attends regular trainings sponsored by NYSERDA and other funders for program information and updates
 - Completes reporting and communications requirements from additional funders, as necessary
 - Completes other tasks as necessary

- Skills and Specifications**
- The ideal candidate will be very detail-oriented, organized, self-directed, an effective communicator, possess program marketing, have excellent customer service and time management skills, and be a creative problem solver.
 - Must feel comfortable meeting with people in their homes, cold calling, door knocking, organizing and presenting at community meetings, and providing front end and back end customer service.



- Prior service-related experience working in under-resourced and marginalized low income communities, is strongly desired
- Project management skills and experience
- Excellent time management and organizational skills
- A proactive, creative, and flexible attitude
- A valid NYS driver's license and access to reliable private transportation is required

Education and Qualifications

- Minimum 5+years of experience in labor, community, political or faith-based organizing.
- Experience Working with communities of color, immigrant communities, and/or people whose first or only language is other than English
- NABCEP solar PV certification and/or Building Performance Institute certification is strongly preferred
- Previous direct experience in solar PV sales and marketing or installation work, or as a consultant to solar PV industry partners
- Familiar with web-based social networking and mobile software applications; also, proficient in Microsoft Office and cloud-based programs such as Google Drive

Physical Requirements

The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work time may be evenly split between office settings or in the neighborhoods. Limited local travel is required. Light physical effort in an office environment
- Frequent computer use
- Primarily sedentary work with occasional bending and reaching
- Maintain a high energy level; comfortable performing multi-faceted projects in conjunction with day-to-day activities
- Regularly required to speak clearly and hear the spoken word as well
- Regularly required to read and write clearly

I have reviewed and understand the job description and believe it to be accurate and complete. I understand that the above job description is not a contractual or binding document; it is provided as a guide to the types of duties required to be undertaken. Duties may vary from time to time and this description is subject to review. Modifications will be made as needed to support changes in the business climate and requirements. I will follow and adhere to my Job Description to the best of my ability.

Employee Signature:	Date:
Manager/HR Signature:	Date: