



COMMUNITY OUTREACH SPECIALIST

SALARY RANGE: \$58,150 - \$95,034

SUMMARY DESCRIPTION

The Community Outreach Specialist works under the direction of the Communications Manager on a wide range of marketing and communications activities that support the ongoing development and execution of the Silicon Valley Clean Energy (SVCE) communications plan. The Community Outreach Specialist will interface with a wide range of community, stakeholder, and customer groups to advance SVCE programs and goals.

The Outreach Specialist is responsible for cultivating and developing relationships with key stakeholder groups, and for communicating SVCE's central messages consistently to target audiences via professional networking, printed literature, web-based material, electronic correspondence, public presentations and verbal interactions. The Community Outreach Specialist also participates in community events, conducts outreach to local government representatives, and responds to inquiries from potential customers via email, telephone and in-person dialogue.

SUPERVISION RECEIVED AND EXERCISED

This position reports directly to the Communications Manager. The role will require some management of fellows, interns, consultants and contractors.

ESSENTIAL FUNCTIONS

- Plans, organizes and implements community outreach efforts to enhance marketing of SVCE services to customers and all stakeholders
- Initiates and develops collaborative relationships with community members, local business owners, municipal staff, public officials, and other key stakeholders
- Cultivates partnerships and mobilizes public support to expand public awareness of and increase enrollments in SVCE programs via attending or sponsoring public events, advertising, e-mailing, and cold calling
- Develops outreach strategies that emphasizes product and service features and benefits
- Delivers presentations to various community groups and local representatives
- Participates in events to distribute information about SVCE and interact with members of the public
- Acts as a liaison to local groups, civic institutions, and community-based organizations
- Assists with various marketing and communications efforts to support outreach such as collateral development, social media and video
- Event planning and management

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- The mission and goals of SVCE
- Microsoft Office Suite including Excel, Word and PowerPoint
- Adobe Illustrator, Adobe InDesign, Adobe Photoshop, and Adobe Acrobat as well as web development tools such as WordPress and/or HTML
- Basics of public relations ethics, planning and strategies Diverse communities and cultures

Ability to:

- Take responsibility and work independently, as well as participate in team efforts
- Utilize strong interpersonal and phone etiquette skills, verbal communications, grammatical and professional business skill sets to promote and explain SVCE programs
- Establish and maintain effective working relationships with persons encountered in the performance of duties
- Enhance own development by taking responsibility for staying informed and up to date with industry knowledge
- Exercise sound judgment in applying appropriate policies and procedures
- Demonstrate creative problem solving and commercial awareness
- Communicate effectively both verbally (by phone and in-person) and in written form
- Manage projects and time efficiently
- Effectively track customer interactions using customer relations management or similar system
- Represent SVCE and promote its services with confidence and enthusiasm.
- Coordinate work with community groups
- Manage multiple priorities and quickly adapt to changing priorities in a fast paced, dynamic environment
- Develop or contribute to high-quality writing, research and communication work products
- Work accurately and swiftly under pressure
- Demonstrate patience, tact, and courtesy at all times
- Read, write and speak Spanish or Mandarin is desirable

Willingness to:

- Work occasional overtime or on weekends and evenings

REQUIRED QUALIFICATIONS

Experience and Training Guidelines: *Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

EDUCATION. A Bachelor's Degree from an accredited university or college in communications, public relations, environmental science/studies, political science, public policy or a related field.

EXPERIENCE. Two (2) years of progressively responsible experience in marketing,

communications, public relations or community outreach at a public agency, private marketing firm, electric utility, regulatory agency, or legislative office with emphasis on environmental issues and sustainability.

LICENSE. Possession of a valid Class C California driver's license and a satisfactory driving record at the time of hire.

PHYSICAL AND WORKING CONDITIONS

The physical and mental demands described here 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 job functions.

ENVIRONMENT. Work is performed in a typical office setting with exposure to computer screens and at public events (fairs, meeting rooms, farmers' markets, etc.) with moderate noise and will require some evening and weekend work. The noise level in the work environment is usually typical of an office environment and public events.

PHYSICAL. While performing the duties of this class, employees are regularly required to sit, walk, and stand; talk or hear, in person and by telephone; reach with hands and arms. Employees are occasionally required to walk, and stand for prolonged periods; stoop, bend, kneel and twist; and may lift up to 20 pounds. Employees must be able to communicate in person, in writing, and by telephone with Board members, management, co-workers, vendors, consultants, and with the public in face-to-face, one-on-one, and group settings.

VISION. See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and, operate assigned equipment.

HEARING. Hear in the normal audio range with or without correction.

-----SVCE IS AN EQUAL OPPORTUNITY EMPLOYER-----