



Community Energy Advocate	
Department: PUSH Green	Reports To: PUSH Green Manager
Supervises:	Pay Grade (Check all that apply): <input type="checkbox"/> Exempt Salary <input checked="" type="checkbox"/> Hourly <input type="checkbox"/> Commission
	Job Description Updated: July 20, 2017

Main Purpose of Job

This is a full-time position requiring substantial work hours and a significant focus on driving customer sales through cold calling, door knocking, presenting at community meetings, meeting with people in their homes and other grassroots outreach methods.

- Duties and Responsibilities**
- Uphold Push core values-Member Involvement, Inclusiveness, Ownership, Results Oriented, Relevant, Justice
 - Perform job duties in ways that will promote and uphold our organization’s mission.
 - Maintains regular communication with all PUSH Green team members and participates in regularly scheduled PUSH Green team meetings to ensure effective coordination of energy efficiency retrofit programs
 - Implements local outreach campaigns including mailings, flyers, 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 program endorsement, sponsorship, and constituent aggregation opportunities
 - Facilitates awareness of the PUSH Green energy efficiency programs and benefits, steps to participate in the program, program financing, program benefits, contractor participation and responsibilities, and connections with PUSH Green solar aggregation program.
 - 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 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 green efficiency program, including financing programs
 - Follows up with prospects to determine interest in energy efficiency programs as well as solar and small commercial 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 energy efficiency program components, solar PV program components, and other related programs and processes
 - Meets contract goals for energy efficiency program implementation, including outreach and marketing goals, and completed jobs 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

Core Competencies

- 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.
- Prior service-related experience working in under-resourced and marginalized low income communities, is strongly desired
- Project management skills and experience, including basic knowledge of residential construction, ability to read and interpret construction specifications & work proposals, and inspect energy efficiency work & other residential construction work for quality.
- Should be familiar with web-based social networking and mobile software applications; also, proficient in Microsoft Office and cloud-based programs such as Google Drive
- Excellent time management and organizational skills
- A proactive, creative, and flexible attitude
- Willing to work evening and weekend hours as necessary
- Spanish language proficiency a plus

Education and Qualifications

- Previous direct experience in energy retrofit sales and marketing or installation work, or as a consultant to energy retrofit industry partner is preferred
- Building Performance Institute certification is strongly preferred
- A valid NYS driver's license and access to reliable private transportation is required

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: