



310 Boles Street
Weed, CA 96094
(530) 938-4115
Fax (530) 938-1040
www.gnservices.org

GREAT NORTHERN - services -

Job Title: Energy Outreach Specialist

Pay Range: \$18 - \$25/hr.

Reports to: Energy General Manager

Exempt: No

Supervision of Employees and/or Volunteers: No

Hours: Full Time

Summary

Under the direct supervision of the Energy General Manager you are responsible for leading and implement the department's outreach efforts to identify eligible individuals and families throughout Siskiyou County for the Energy Assistance and Weatherization programs. The Energy Outreach Specialist conducts outreach through community education, targeted marketing efforts, and identifies and works with external partners to promote the organization's services and opportunities for action. In this position you will be working and coordinating regularly with both the Energy Assistance Manager and Weatherization Departments.

Essential Functions

- Develops and leads the Energy Department's direct outreach activities through special events, community fairs, direct mailing, phone contact, canvassing, and other outreach strategies.
- Fosters collaborative relationships with community partners (non-profit organizations, government agencies, schools, and community groups) and establishes offsite outreach activities, including, but not limited to, orientation sessions to explain program guidelines and make referrals.
- Develops and implements effective strategies for outreach campaigns targeting hard-to-reach populations and disadvantaged communities.
- Designs and produces the necessary materials to support outreach efforts, including creating flyers and graphics and writing effective content for public emails, and coordinates departmental outreach schedule with the Fund Development Coordinator.
- Coordinates with utility companies on joint outreach; works closely with Pacific Power to provide energy assistance outreach to CARE discount recipients and weatherization outreach to high percentage of baseline electricity users.
- Conducts outreach to local property owner associations, apartment property owners, management companies and/or managers to promote programs provided by GNS.
- Assists clients and partners in understanding program eligibility guidelines to ensure the required documentation is submitted and program guidelines are effectively communicated.
- Coordinates and trains department staff to assist with outreach activities.
- Assists with intake activities and application processing as assigned.
- Performs similar outreach duties for other programs and departments on occasion.
- Performs other related duties as required.

Weaving a stronger community, together....

Access to Capital • Portfolio Management • Economic Development • Energy Assistance • Home Weatherization
Community Food Projects • Community Services • HIV/AIDS Case Management • Community Development

CA Lic. # 629328

Competencies

- Bilingual English/Spanish preferred;
- Demonstrates excellent knowledge of Microsoft Windows and Office (Word, Excel, Outlook) and Adobe Creative Suite (InDesign, Illustrator, Photoshop);
- Understanding of Siskiyou County community and the challenges it faces;
- Ability to communicate effectively and respectfully with people from different racial, ethnic, and cultural groups and from different backgrounds and lifestyles.
- Ability to comprehend and communicate program goals and requirements and ensure compliance to funding sources' policies and procedures;
- Outstanding written communication and presentation skills including ability to draft, edit and proofread written materials for publication;
- Strong organizational and planning skills;
- Excellent time management skills and ability to multi-task and prioritize work;
- Comfortable with public speaking and making presentations.

Supervisory Responsibility

This position has no supervisory responsibilities

Work Environment

This job mainly operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets. Accountable to contribute to a safe and healthy work environment. This includes, but is not limited to: Complying with safety rules and practices; Notifying manager/supervisor immediately of any safety/health concerns.

Physical Demands

This position requires the ability to sit for extended periods, handle or feel objects, tools, controls and reach with hands and arms, occasionally required to stand, walk, lift and/or move up to 25 pounds for person handling supplies, regularly required to talk and hear. Specific vision abilities required by this job include close vision, depth perception and the ability to adjust focus.

Physical demands described here are representative of those that must be met by every employee. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Position Type and Expected Hours of Work

This is a full time position 40 hours per week Monday to Thursday.

Travel

Travel around Siskiyou County is expected for this position.

Required Education and Experience

- A minimum of three years of professional experience in marketing, public relations, communications or a related field, or an equivalent thereof.
- Sufficient training, education, and experience to demonstrate the required knowledge skills and abilities.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Great Northern Services

310 Boles Street • Weed, CA 96094 • (530) 938-4115 • Fax (530) 938-1040 • www.gnservices.org

CA Lic. # 629328

GNS maintains an at-will policy of employment that means employment and compensation may be terminated with or without cause and with or without notice at any time at the option of either GNS or the employee.

This job description has been approved by all levels of management:

Executive Director: _____ Date: _____

Energy General Manager: _____ Date: _____

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee: _____ Date: _____