



RISING SUN ENERGY CENTER

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BUILDING HEALTHY COMMUNITIES THROUGH CLIMATE SOLUTIONS AND GREEN CAREER PATHWAYS

SITE OUTREACH MANAGER

Rising Sun Energy Center seeks dynamic, versatile and skilled individuals who are looking to work in environmental and energy education while providing meaningful jobs and employment skills to Bay Area youth!

Rising Sun Energy Center (Rising Sun), a 501(c)(3) organization, provides comprehensive energy efficiency and water conservation services and education for Bay Area residents through our California Youth Energy Services (CYES) program. We provide our services through innovative programs integrating youth training and employment, direct install residential energy efficiency assessments, and other services promoting energy and water conservation. Since 2000, Rising Sun has served nearly 20,000 homes and provided training to over 900 youth.

JOB SUMMARY

Rising Sun is looking for ten dynamic Site Outreach Managers to manage and run our ten CYES summer sites! We are looking to hire Site Outreach Managers for the following sites and cities: **Antioch, Berkeley/Emeryville, Dublin, Fremont, Hayward, Marin County, Oakland, Pleasanton, Richmond, and Union City.**

We are looking for individuals with extensive experience in marketing, outreach, and canvassing campaigns, as well as the ability to work with youth ages 15-22 years of age from diverse backgrounds. The Site Outreach Manager positions will run approximately nine and a half weeks from June 12, 2013 to August 16, 2013. This is a full-time, temporary seasonal EXEMPT position. The salary is \$6,000.00 for the duration of the program. Site Outreach Managers will have the opportunity to receive a performance-based bonus of \$400.00, which will be contingent on completion of the program and a performance evaluation. Due to the temporary and seasonal nature of this program, benefits are not included and we are unable to provide vacation time during the nine and a half weeks of the program.

Site Outreach Manager(s) will work jointly with Site Managers at a CYES Summer program site office, ensuring that all program deliverables are met for that site. Site Outreach Managers will be responsible for the overall implementation of a summer CYES outreach campaign through canvassing, presentations, events, and other community outreach methods. Site Outreach Managers will work jointly with Site Managers in youth training, site administration, youth mentoring and site logistics.

The California Youth Energy Services program is our flagship program and is a Bay Area favorite. This is a fantastic position for self-motivated individuals who are looking to build their management skills or to begin a career in the growing Green Sector. The Site Outreach Manager position is a challenging but rewarding experience that is a significant resume-builder and will provide successful candidates with a valuable and memorable experience.

RESPONSIBILITIES

The Site Outreach Manager is responsible for managing and implementing city specific full-scale outreach campaigns for their assigned CYES satellite site office. The outreach campaign should include outreach to all CYES target audiences. Outreach methods include but are not limited to: community event tabling, neighborhood canvassing, presentations to community and neighborhood groups, and outreach to property management and apartment rental companies. The goal of the Site Outreach Manager is to reach out to single-family and multi-family homeowners and renters and introduce, solicit, and secure appointments for their assigned CYES site. The Site Outreach Manager is responsible for recruiting clients and scheduling appointments in their CYES service region, and overseeing the proper administration and management of all outreach activities for their site. In a six-week period, CYES typically serves 250-300 homes per site each year.

OUTREACH & MARKETING MANAGEMENT

- Solicit potential clients, make phone calls, meet with community members and attend community events to generate client leads
- Responsible for the overall performance of all outreach and scheduling activities, including meeting client scheduled appointment goals for assigned site
- Manage and ensure that all program client recruitment deliverables are met
- Manage and supervise the outreach activities for assigned site and ensure that the site appointment goal is met at a 95% rate, securing between 40-50 CYES appointments each week for your site
- Secure and schedule appointments throughout program
- Create and maintain marketing and outreach reports
- Canvass door-to-door to generate excitement around the CYES program and recruit clients
- Organize and staff table-based and street outreach in the community, including distributing fliers and working with downtown merchants
- Present to community organizations, such as faith-based groups, neighborhood associations, local businesses, and property management companies, maintaining relationships with those groups and sending them CYES collateral
- Organize and follow through on CYES participation in community outreach events and lighting swap events
- Maintain outreach kits with all the necessary CYES materials and samples to use during outreach
- Train and lead teams of Energy Specialists in all the above outreach and marketing tasks
- Enter all client referral data into the computer, then call all referred potential clients to schedule and then confirm appointments
- Work with and maintain the client waitlist and call clients to schedule their appointments

PROGRAM & YOUTH MANAGEMENT

- Assist the Site Manager with training, supervising, and mentoring eight youth Energy Specialists and one Leader-In-Field-Training (LIFT)
- Manage and supervise youth staff during outreach campaigns
- Perform ride-along and drop-in visits to Green House Calls to ensure quality performance and continue on the job training and development of youth Energy Specialists
- Provide quality assurance phone calls to CYES clients
- Have the ability to fulfill Site Manager duties in the event that the Site Manager is ill or in case of emergency

REQUIREMENTS

- Demonstrated ability to lead a Marketing and Outreach Team and Campaign
 - Ability to motivate a diverse youth staff including: train, support, and supervise staff, assign work effectively, and address performance problems as they arise
 - Strong project management skills: ability to multi-task, work under pressure, solve problems, delegate tasks
 - Own a car with valid driver's license and insurance and ability to travel 40%-50% of time within a 15 mile radius of your host site (*A car, driver's license, and insurance is a mandatory requirement for this position*)
 - Demonstrated interest in environmental education, activism, or community service
 - Excellent written and verbal communication skills
 - Ability to lift between 15-20 lbs
 - Ability to climb up and down a seven-foot ladder
 - Ability to work under pressure and in a hectic environment; highly flexible
 - Excellent computer skills: word processing, spreadsheet software, internet browsing, fast typing, database management
 - Ability to quickly learn and use a new database software system
 - Ability to lead teams and work as a team player
 - Preferred but not required: CPR and First Aid certified
 - Familiarity with Bay Area communities preferred
 - Background in business, marketing, and/or outreach strongly preferred
 - Preferred but not required: bilingual in Spanish, Mandarin, or Cantonese
- ** Some site assignments will require a bilingual Site Outreach Manager*

JOB DETAILS

- Salary of \$6,000, with the opportunity to receive a performance-based bonus of \$400.00
- Monday – Friday, 9:30am – 6:30pm
- Two mandatory days with hours shifted to 10:30am-7:30pm
- Site Outreach Managers will need to have the flexibility to work some evening and weekend events other than mandatory Saturdays for outreach activities
- Site Outreach Manager training (first week) will be 9:00am – 6:00pm

If you are ready for a challenging and rewarding experience to build on your management skills while working for a dynamic non-profit, apply today! Check out our website: www.risingsunenergy.org for more information about the program. **To apply, please send your cover letter, resume and list of three references to the email below.** Reference "Outreach Manager" in the email subject line. No phone calls, please.

Please send to:

California Youth Energy Services
Attn: Julia Hatton, Director of Youth Programs
cyesjobs@risingsunenergy.org