



## **Community Events Coordinator Job Description**

All In Energy is making the transition to a clean energy economy more rapid and inclusive by creating community outreach campaigns that drive adoption of energy-saving products and services across all communities in Massachusetts. We're seeking a Community Events Coordinator to schedule, plan and execute outreach events. This is an exciting opportunity not only to learn valuable community engagement and sales skills but also to shape the future of a new and innovative non-profit organization. You'll be working directly with a small leadership team and your feedback on both tactical and strategic implementation of our programs will have a large impact on future efforts.

### **Responsibilities:**

In conjunction with and under the supervision of the Events, Outreach and Partnerships Manager, the Outreach Events Coordinator fulfills the following responsibilities:

Administrative – 70% or approximately 28 hours/week

- Leads the day-to-day efforts to find and schedule a diverse calendar of events that provide opportunities for Outreach Events Representatives to be successful and our Team goals to be met. Events may include farmers markets, festivals, retail locations, corporate lunch and learn sessions, church coffee hours and school events.
- Manages the events calendar and assigns events to our field-based Outreach Team as directed.
- Tracks success of each event and works to overcome challenges and actively participates in the development and improvement of field marketing strategies.
- Meets and exceeds qualitative and quantitative Team and position goals.
- Solicits feedback from residents who have been through the program and asks for referrals of residents' family, friends and neighbors.
- Solicits and records feedback from community members and community institutions about potential barriers to adopting energy efficiency measures to inform future programming.
- Maintains organized contact records and other data about partnerships and community members, as well as program successes and challenges.
- Executes necessary paperwork for events, including completing applications, forwarding logo and executing payment.
- Works with members of Leadership Team to leverage, nurture and strengthen existing community, municipal and retail partnerships and create new ones.
- Tracks inventory and stores and disseminates outreach materials, including tablecloths, posters, appointment cards, tents and tent weights.
- Ensures our field-based Outreach Team is prepared with the correct materials and information for each event.
- Interacts regularly with retail store managers, large-scale event promoters/coordinators, and community stakeholders who are critical to scheduling events.
- Serves as the liaison between our field-based Outreach Team and our community, municipal and retail partnerships.
- Handles event logistical issues as they arise.
- Supports office training and in-the-field training.



- Performs miscellaneous tasks associated with starting up a new nonprofit organization, as needed.

Outreach – 30% or approximately 12 hours/week

- Conducts outreach at events, “pitches” no-cost Mass Save products and no-cost Community Solar program to event attendees.
- Uses a smart phone or tablet to sign up event attendees for Mass Save Home Energy Assessments and Massachusetts Community Solar phone consultations.
- Tracks event attendance, sign-ups, successes and challenges and adjusts events and approach accordingly.

### **Qualifications:**

The requirements listed below are representative of the knowledge, skills and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

- Must be motivated to change the game in residential energy efficiency and clean energy and make a meaningful and tangible contribution to helping customers lower their carbon footprint and help curb climate change.
- Must have outstanding interpersonal skills and the ability to develop, maintain and foster relationships with a variety of stakeholders, including community partners, retail partners, municipal partners and customers.
- Must be able to effectively communicate our mission and products to the general public, answer questions accurately and set the right expectations.
- Must be motivated to deliver an outstanding customer experience.
- Must be highly organized and detail oriented and capable of keeping efficient and timely records.
- Must be a creative problem solver who’s able to think quickly and make sound decisions on the fly.
- Must be proficient with Google, including Gmail, sheets and docs.
- Must have reliable transportation for attending events and meetings and delivering outreach materials.
- Must possess an entrepreneurial spirit, be trustworthy and reliable and work well independently as well as part of a Team.
- Must be poised, friendly and courteous and able to handle rejection with a smile.
- Ability to work a varied schedule to accommodate outreach events, including some evening and weekend hours (but not every weekend day).
- Must be able to stand and walk for long periods of time, occasionally in inclement weather and occasionally lift and/or move up to 25 pounds.

### **Preferred Qualifications:**

- Experience communicating with the general public through outreach, sales, political canvassing, fundraising or retail experience.
- Experience with proofreading, editing or data entry.
- Commitment to helping curb climate change and knowledge of related issues, most especially home energy efficiency.
- Basic knowledge of how homes use and lose energy.
- Experience working in a non-profit environment highly desirable.



- Ability to speak multiple languages highly desirable.

**Compensation:**

- \$30,000 to \$35,000 annually, depending on experience.
- Commission for completed assessments and consultations you generate, in addition to annual salary.

**How To Apply:**

Please forward a resume and brief cover letter to [julie@allinenergy.org](mailto:julie@allinenergy.org) with "Community Events Coordinator App" in the subject line.

All In Energy is an equal opportunity employer who values diversity. In particular, we're dedicated to broadening opportunities for individuals from demographic groups that are historically underrepresented in the clean energy economy. We're committed to building an inclusive workplace culture where talented people of widely diverse backgrounds can thrive. We are actively seeking people who bring diverse backgrounds and perspectives to join us in this work.