



Communications and Outreach Coordinator

JOB PURPOSE:

The Energy Smart program helps Minnesota businesses achieve cost savings through energy efficiency. Through direct, personalized assistance, Energy Smart helps businesses take full advantage of utility Conservation Improvement Programs (CIP) and other products and services that achieve energy efficiency. Energy Smart is a program of Minnesota Waste Wise, a non-profit affiliate of the Minnesota Chamber of Commerce.

SPECIFIC DUTIES:

The Energy Smart Communications and Outreach Coordinator is responsible for providing program services and coordinating program communications. Specific duties include:

1. Create, coordinate and update program communications including web site and social media
2. Create other marketing collateral and PowerPoint presentations as needed
3. Coordinate communication with business groups and associations to increase business participation in energy efficiency programs
4. Reach out to and engage the Minnesota business community, primarily through phone-based outreach
5. Know and effectively communicate the details of commercial electric and natural gas utility programs
6. Perform Energy Smart site visits to identify and encourage implementation of energy efficiency measures
7. Present at public gatherings as needed
8. Maintain accurate records of business participation and update database with program results
9. Carry out other tasks as assigned by the Program Manager or Executive Director

QUALIFICATIONS:

The Communications and Outreach Coordinator will have a minimum of a bachelor's degree, and at least 4 years experience in marketing, communications, and business development. A solid knowledge of Minnesota's Conservation Improvement Programs (CIP's), including electric and gas utility commercial programs is preferred.

1. Bachelor's degree (or higher) in Communications, Design, English, Business, Marketing, or related field.
2. Excellent oral and written communication skills. Experience communicating with small, medium, and large businesses.
3. Excellent research and organizational skills.
4. 4+ years experience in business communications, 1+ years experience with social media.
5. Solid knowledge of utility Conservation Improvement Programs or aptitude for gaining technological expertise.
6. Proficiency in Adobe Creative Suite, including InDesign, Dreamweaver, and Contribute.
7. Mastery of Microsoft PowerPoint, Microsoft Word and other Microsoft Office tools.
8. Ability to multi-task and manage several projects simultaneously.
9. Vehicle required for travel, mileage reimbursement provided.
10. Ability to create and maintain positive working relationships with employees, owners of small to large businesses in Twin Cities Metro Area and Greater Minnesota, utility representatives and others.

RELEVANT INFORMATION:

This is a full-time position with benefits that involves travel within Minnesota. The position reports to the Energy Smart Program Manager.

This position will be posted from September 15th through September 30th.

Please e-mail (preferred) or mail resume and cover letter explaining qualifications to:

Jill Curran, Energy Smart Program Manager

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