

Efficiency Maine Trust

POSITION DESCRIPTION

TITLE: COMMUNICATIONS MANAGER

DEADLINE FOR APPLICATION: NOVEMBER 20, 2015

ABOUT THE EFFICIENCY MAINE TRUST

The Efficiency Maine Trust (the Trust) is the independent administrator for energy efficiency programs in Maine. The Trust's mission is to lower the cost and environmental impacts of energy in Maine by promoting cost-effective energy efficiency and alternative energy systems. The Trust does this primarily by delivering rebates on the purchase of high-efficiency lights and equipment to help customers save electricity, natural gas and heating fuels throughout the Maine economy. More information on the Efficiency Maine Trust can be found at www.energymaine.com.

GENERAL POSITION SUMMARY

The Communications Manager will support Efficiency Maine's efforts in public information and outreach through coordinating outreach and community engagement efforts; project management; reporting; and coordinating Board of Trustee materials. The Communications Manager will assist the Director of Communications and Director of Programs in creating and executing various communications strategies and tactics to ensure the overall success of the Trust and its programs.

ESSENTIAL FUNCTIONS / MAJOR RESPONSIBILITIES (include but are not limited to):

- Develop and coordinate outreach strategies for new and on-going initiatives including developing community partnerships, coordinating events, developing and implementing marketing campaigns, creating social media content, etc.
- Manage discrete initiatives related to implementation of the Trust's programs. This responsibility includes developing competitive solicitations, negotiating contracts with winning bidders, tracking, analyzing and reporting on projects, and assisting or managing program implementation by contractors or sub-contractors.
- Prepare technical reports and analyses regarding proposed energy efficiency projects and measures. Develop content and coordinate production of the Trust's publications and presentations including the Annual Report, Triennial Plan, and Annual Updates to the Triennial Plan.
- Coordinate the development of Trust collateral and marketing materials including brochures, case studies, and advertisements. Materials may be developed in-house or the Manager will collaborate with subcontractors providing design services.
- Coordinate and implement short and long-term strategic planning of the Trust's social media presence.
- Compile and synthesize information for responses to data requests from the Trust Board, Public Utilities Commission, Legislature, ISO-New England, program evaluation contractors, national energy efficiency organizations, and other entities; coordinate and track the Trust's responses to industry surveys; responsibilities may include collecting, analyzing, and presenting data using graphics.
- Support the Executive Director, Director of Programs, and Director of Communications with developing materials for Efficiency Maine Trust Board Meetings including memos and presentations.
- Maintain awareness of the Trust's programs and initiatives and identify opportunities to use the Internet and social media outlets and/or develop materials to meet program goals.
- Assist the Director of Communications with organizing special events including an annual gathering, seminars, symposia, and special meetings.

SUPERVISORY RESPONSIBILITIES

- Position currently has no supervisory responsibilities over other members of the Trust staff.

POSITION REQUIREMENTS AND PREFERENCES:

- Education:
 - Bachelor's degree required
 - Emphasis of study in energy, economics, environmental studies, or policy preferred

- Key Skills:
 - Strong project management skills
 - Strong writing skills, including technical writing
 - Strong presentation skills
 - Ability to communicate technical information to a broad range of stakeholders
 - Strong analytical skills
 - Attention to detail
 - Flexibility in handling multiple assignments
 - Ability to work both alone and in a team environment

- Key Knowledge:
 - Understanding of programs promoting Demand Side Management, Energy Efficiency, and Demand Response preferred
 - Knowledge of social media
 - Knowledge of media development including websites, graphic design, photography, and/or video recording preferred

Additional Job Competencies

- Teamwork -- Demonstrated ability to foster teamwork, establish and maintain positive working relationships with others, both internally and externally, to achieve goals of the organization and to build a culture of customer service.
- Communications – Ability to speak, write, and present in a clear, thorough, and timely manner using appropriate and effective communication tools and techniques; Demonstrated success in developing a clear understanding of the intended meaning of others; Ability to communicate across all levels of the organization.
- Problem solving – Ability to identify and assess problem situations, identify causes, gather and process relevant information, generate possible solutions, and resolve the problem.
- Creativity - Demonstrated ability to apply creativity and innovation to the workplace to advance the objectives of the organization.

Working Conditions

Usually works in an office environment. Occasional travel for outreach events and coordination required.

Physical Demands

Most duties performed from seated position, with occasional standing and walking; frequent use of computer keyboard requiring finger dexterity and eye-hand coordination. Occasional driving required.

The above information is designed to outline the functions and position requirements of this job. It does *not* identify all tasks that may be expected, nor address the performance standards that must be maintained. Other duties are as assigned or as priorities of the Trust dictate.

Please send a cover letter and resume to Karen Bickerman, Administrative Secretary at 168 Capitol Street, Suite 1, Augusta, ME 04330 or by e-mail to: karen.bickerman@efficiencymaine.com.