

## JOB DESCRIPTION

Title: Communications and Outreach Coordinator  
Agency: Mayor's Office of Sustainability  
Salary: Commensurate with experience and education  
Status: Active  
Type: Exempt full-time, must establish residency in the City of Philadelphia within 6 months of appointment.  
Contact: MOS@phila.gov  
Deadline: Open until further notice

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This position entails managing communication and outreach for the Recovery-funded "Retrofit Ramp-Up" (RRU) grant from the US Department of Energy. The Communications and Outreach Coordinator is responsible for developing and administering public awareness and education surrounding the RRU grant program. The program strives to transform the energy efficiency market in the greater Philadelphia region by making it larger and self sustaining over time. This position will require working with city administrators, other program partners and members of the public.

The position is housed within the Mayor's Office of Sustainability and reports to the Director of the Retrofit Ramp-Up program.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Oversees overarching communication, outreach and marketing for the program.
- Provides education and guidance to residential, commercial, institutional and public sector energy users looking to participate in the program.
- Develops, creates and distributes energy efficiency education information.
- Plans innovative community education and engagement activities to stimulate involvement in targeted communities.
- Coordinates with other program administrators.
- Plans press events to promote the program.
- Manages relationships with program directors and communication personnel from other regional energy efficiency programs to coordinate efforts.
- Acts as a liaison to an outside marketing agency managing the communications campaign. Monitors and evaluates the effectiveness of communication campaign and provides recommendations for adjusting the campaign as necessary.
- Updates and maintains the program's website regularly with events, information and news surrounding the program.
- Provides update to the viral marketing and social networking efforts of the program.
- Attends regional fairs and conferences to promote the program.
- Supports program director by drafting language and providing communication materials as needed.
- Prepares regular reports for grant tracking purposes.
- Manages professional service or consulting contracts.
- Performs related work as required.

### **KNOWLEDGE, SKILLS & ABILITIES:**

#### **Knowledge of:**

- Effective communication and public outreach techniques.

- The benefits of energy efficiency retrofits.

**Skill in:**

- Organizing outreach and educational campaigns.
- Developing clear written content for technical and non-technical audiences for use on the program website and within print materials.
- Public speaking and confidently communicating verbally to a wide variety of audiences.

**Ability to:**

- Maintain effective working relationships with city administrators and employees, non-profit and for profit partners, the public and other agencies.
- Communicate effectively both orally and in writing.
- Plan, schedule and organize multiple priorities and a high volume of work.

**EDUCATION AND EXPERIENCE:**

Completion of an undergraduate degree and five or more years of experience in the design and implementation of public outreach program or related marketing experience are required. Experience in the theory and practice of energy efficiency retrofits is a strong plus. Experience with updating and maintaining website is a plus.

**TERM AND COMPENSATION**

This is a 30 month position only. Compensation will be commensurate with experience and includes a highly competitive benefits package.