



Outreach Associate Job Description (March 2020)

Position Summary

Want to help reverse climate change? Resilient Neighborhoods (RN) helps individuals and families reduce their CO₂ emissions and make their communities safer and stronger. Since 2010, almost 1,500 residents have reduced over 8 million pounds of carbon emissions. The Outreach Associate works with the Executive Director and Development Director, Marin County jurisdictions, community groups, and volunteers to recruit new people to do the program. The position represents and promotes RN to the public at events, through the website, social media and the newsletter. The position helps the Executive Director support teams and works with key volunteers. The Outreach Associate anchors the organization by maintaining the database, Dropbox files, doing research, and updating donor records and other information.

The Outreach Associate will work with the director and others to explore new marketing techniques, build program capacity, and help grow the organization.

Essential Duties

- Manage and implement team recruitment process.
- Recruit new team members and build brand recognition through regular outreach via marketing channels including social media, traditional media, individual contacts, email, phone calls, etc.
- Develop outreach calendar of events and activities.
- Design and maintain print and digital outreach materials including website, flyers, newsletter.
- Represent RN by tabling at events, giving presentations, and speaking at community meetings.
- Help plan, coordinate, and promote events.
- Lead some Climate Action Team meetings, with about 7-10 people on the topics of consumption, waste, water, transportation, home energy, and emergency preparedness.
- Coordinate Climate Action Team meeting logistics and offer technical support to participants, as needed.
- Maintain and manage database, including data entry, troubleshooting, and using queries to analyze data and generate periodic reports.
- Work with director, development staff and volunteers to brainstorm and plan new projects to grow and develop the organization.
- Assist Development Director with tracking donations and donor acknowledgements.
- Coordinate RN volunteers and manage volunteer-run projects.
- Help create program resources and online program materials.
- Track outreach efforts and outcomes and help prepare quarterly reports.
- Manage the organization's Dropbox program files and Google Drive.
- Help keep program materials up-to-date by periodically researching local rebate information, carbon reduction figures, technological developments, etc.
- Create new partnerships and nurture existing partnerships with local organizations, community groups, utilities, and municipalities that can help promote teams.
- Other duties as assigned.

Qualifications

- Knowledge of community outreach and strong motivation to help in reversing climate change.
- Prior marketing and outreach experience.
- Excellent communication skills.
- Enjoy working closely with a small team as well as independently.
- Enjoy strategizing and thinking creatively.
- Enjoy working with people.
- Ability to juggle multiple tasks and deadlines and take on a variety of roles.
- Organized and detail-oriented.
- Prior experience working with databases/SQL or a desire to learn.
- Comfortable with computers, communications software, and social media.

Education and Training

- Bachelor's degree and a minimum of two years of experience in successful community outreach/recruitment, and volunteer coordination.
- Ability to communicate effectively both verbally and in writing.
- Ability to work some nights and weekends.
- Access to a vehicle and a current CA driver's license needed to attend meetings and other functions in Marin and the Bay Area.
- Technically savvy; experience in SQLdatabase is a plus.
- Proficient in MS Office/Apple applications and other online tools like Constant Contact, Weebly, Dropbox, and Google.

Employment Details

Job type: Full time, non-exempt position. (Part time available until mid-summer.)

Workplace: Some remote work is possible.

Benefits: Vacation and paid sick days. Funds available toward health insurance.

Compensation: Salary range from \$50,000 - \$56,000, commensurate with experience.

Resilient Neighborhoods is an equal opportunity employer where an applicant's qualifications are considered without regard to race, color, religion, sex, national origin, age, disability, veteran status, genetic information, sexual orientation, gender identity or expression, or any other basis prohibited by law. Resilient Neighborhoods reserves the rights to modify, interpret, or apply this job description in any way the organization desires. This job description in no way implies that these are the only duties, including essential duties, to be performed by the employee occupying this position. This job description is not an employment contract, implied or otherwise.

To apply please email a thoughtful cover letter, resume to ResilientNeighborhoods.jobs@gmail.com. Position will remain open until filled.