



SOUTHCOAST ENERGY CHALLENGE

Lead Community Organizer Job Description—Resumes will be accepted until Wednesday, October 26, 2011.

Background: The SouthCoast Energy Challenge is a free, neighbor-to-neighbor energy savings campaign. The goal is to engage people from all backgrounds across the SouthCoast to reduce energy consumption and carbon emissions, thereby enhancing long-term community sustainability. Project staff will organize individual action, promote friendly competition among towns, schools, churches, and other community organizations, and build a strong network of project partners and collaborators. Project strategy includes public education/marketing, direct action organizing, and e-based social marketing. Primary long-term objectives include:

- Register 35,000 households to take the Energy Challenge over 3 to 5 years, resulting in a 15% reduction in energy consumption among participating households.
- 10,000 completed MassSave home energy assessments generated as a direct result of Energy Challenge marketing and organizing activities over 3 to 5 years.
- Establish a vibrant network of at least 250 business, non-profit, and governmental Energy Challenge partners over the course of the project to contribute to a more permanent culture of sustainability within the region.

The SouthCoast Energy Challenge is a project of the Southeastern Environmental Education Alliance (SEEAL). Lead SEEAL partners in the Challenge include: Marion Institute, University of Massachusetts Dartmouth Office for Campus and Community Sustainability, Southeastern Regional Planning and Economic Development District (SRPEDD), Southeastern Massachusetts Agricultural Partnership (SEMAP), and the Ocean Explorium. SEEAL is a program fund of the Community Foundation of Southeastern Massachusetts.

Lead Organizer Responsibilities: The primary focus of the Lead Community Organizer will be the face of Energy Challenge organizing, to plan and oversee Energy Challenge direct and indirect community outreach, develop and coordinate a volunteer base, and manage the organizing interns. Tasks include, but are not limited to:

- Recruitment and supervision of outreach and organizing volunteers & student interns;
- Organization of weekly canvass outings & occasional larger canvassing/outreach events;
- Prepare maps and all other materials for canvassing (including generating canvassing scripts as a base reference for volunteer canvassers);
- Maintain data on completed canvasses, to include location, house response, and any necessary follow-up;
- Manage tabling presence at other events (festivals, conferences, farmers markets, etc);
- Oversee/organize data entry & management for hard copy Energy Challenge registrants;
- Organize outreach to Sustainability and/or Alt. Energy Committees in SouthCoast towns including making occasional presentations & managing follow-up and follow through;
- Organize ongoing engagement of SEEAL Board and Lead Project Partners—through direct contact & presentation making, through requested support at events and publicity drives, etc;
- Help design and distribute print materials as needed;
- Other project activities as needed.

Requirements: Required qualifications include strong written and verbal communication skills; demonstrated experience in grassroots organizing; experience with volunteer management strongly desired; fluency in MS Office applications and working familiarity with WordPress, Facebook, Twitter, and other e-based tools. Successful candidates will demonstrate an ability to work with a diverse group of stakeholders in a fast-paced environment and will be persistent, flexible, creative and enthusiastic. A willingness to understand energy and sustainability-related issues is essential.

The position of lead organizer will be salaried, at a competitive rate, based on experience. The ideal candidate would commit to the Challenge for at least 6 months to start. For more information, please visit www.seeal.org, or contact the Energy Challenge Program Manager with any questions, at mcover@seeal.org, or at (508) 996-8253 ext. 206. **Please submit resume & cover letter by Wednesday, October 26, 2011.** Send to: mcover@seeal.org Or mail to: SEEAL, attn: Energy Challenge, 63 Union Street, New Bedford, MA 02740