



Position Description

Position: Outreach Coordinator (Full-Time – 35 hours per week)

Compensation and Benefits: \$48,000 - \$54,000, depending upon experience; 3 weeks paid time off with additional PTO from December 23 to January 2 when the offices are closed; all 11 federal holidays (MLK, Jr. Day is a day of service as a team), health benefits, 35-hour work week. This position is located in southwestern Pennsylvania.

Background: The Pennsylvania Solar Center (PA Solar Center) is a 501c3 nonprofit organization. We envision a world powered by energy that is reliable, affordable, and sustainable for all. Our mission is to provide trusted guidance to usher all Pennsylvanians into the clean energy economy to reach a sustainable and resilient tomorrow. The PA Solar Center provides assistance to non-profit organizations and businesses going solar, offers resources and education for all solar stakeholders, and advocates for robust solar policies. More information can be found here: www.pasolarcenter.org.

G.E.T. Solar is the Center's flagship program that provides technical assistance to commercial entities including tax-exempt organizations, businesses, local municipalities, and schools - primarily in low-income and disadvantaged communities (LIDAC) to leverage timely state and federal funding opportunities to deploy solar and solar + battery storage projects.

Once an organization applies to the program, PA Solar Center completes a solar assessment of the property and places the project out to developers for bids. The Center helps the client to understand the bids and to identify funding options for the project. The Center also works directly with community volunteers and community leadership organizations, guiding them to perform outreach to entities in their community to go solar. There are over 250 projects currently in our queue, and we anticipate sending over 100 projects out to bid in 2025. The PA Solar Center also started a volunteer solar mapping project called PA SolarCorps. During two-hour virtual sessions every month, volunteers are provided coordinates on an online map within a targeted community and are asked to estimate the solar potential of commercial properties using an online software tool. The identified properties are then mailed an estimate of their solar potential as well as estimated costs and savings and are encouraged to enter the GET Solar program. These properties will also be used in our outreach activities.

Description: The PA Solar Center is searching for an Outreach Coordinator to support the Solar Center's *G.E.T. Solar* programs. This position will assist and report to the Assistant Director of Outreach & Strategy and work alongside a team consisting of the Director of Transformation, Program Managers, and the Program Coordinator. The Outreach Coordinator will primarily be responsible for education and outreach to the target communities with the goal of building relationships and partnerships, including municipal and school leaders, economic development organizations, business associations, rotary clubs, chambers of commerce, community organizations, etc., as well as local, state, and federal leaders. The goal of the outreach is to direct more commercial entities, particularly in low-income communities, to explore solar through our GET Solar program. **Necessary training, education, and support to become proficient in basic solar energy terminology, financing, and policy will be provided for employees, so they can be successful when talking about the program in the field.**

In addition to building relationships and partnerships, the outreach coordinator may attend school and municipal meetings in person to answer questions about the program or share preliminary solar feasibility results produced by the GET Solar team. The focus of outreach will be in the 10-county region of Southwest Pennsylvania, including Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington, and Westmoreland. The Outreach Coordinator will be working in dense urban as well as rural areas in our region and will be expected to be able to navigate and relate to a diverse set of stakeholders and speak to their varying self-interests and views in a respectful manner.

The Outreach Coordinator will be responsible for:

- Building partnerships with community leaders and municipalities in the 10-county region of Southwestern Pennsylvania with a focus on low-income, Justice40, and/or environmental justice communities
- Engaging with businesses, commercial property owners, community-based organizations, economic development organizations, chambers of commerce, business associations, legislators, nonprofits, schools, municipalities, etc. in targeted communities in person and virtually
- Preparing or consulting on communication materials about the program, including customer-facing communications
- Attending in-person meetings of townships, municipalities, and schools to explain the program and create and strengthen connections
- Providing presentations to organizations in the community
- Reporting on program performance and suggesting program innovations and improvements
- Referring commercial entities in to the GET Solar program
- Coordinating and helping design and implement outreach activities with the Assistant Director of Outreach and team
- Assisting with the PA SolarCorps online mapping session as well as helping with mailing information to the identified entities, and then following up with them directly to encourage them to go solar through our program
- Tracking outreach activities and results and providing weekly updates to the team
- Commitment to diversity and demonstration of cultural competence
- Ability to interact with a wide variety of individuals and always demonstrate a positive, professional attitude
- Leading virtual volunteer SolarCorps mapping sessions to assist volunteers in calculating solar potential of commercial buildings in targeted communities
- Other responsibilities as assigned

This position is an opportunity for an individual to make a significant difference in both helping to increase solar awareness and adoption regionally and to learn about the rapidly expanding solar industry by supporting a dynamic and fast-paced team.

The Outreach Coordinator is a full-time position, two years in duration with the likely possibility for extension, dependent upon funding. Benefits will be available with full-time employment on the first of the month following one full month of employment. Candidates must reside in and be expected to travel within the 10-county region of southwestern Pennsylvania. **Travel via car is likely at least two days a week or more as needed with some required evenings throughout the 10-county region (as defined above).**

The Outreach Coordinator will be expected to come into the office at least twice a month to meet with the rest of the team (currently on Wednesdays). Work hours are flexible but must occur primarily during the weekday hours of 8:00 am to 5:00 pm with some mandatory weekly and ad hoc virtual meetings during these times and some evening meetings. The Outreach Coordinator must be available to attend occasional evening municipal or school board meetings, as needed, as well as other community meetings. Evening hours and travel hours will be included in the 35-hour work week. The Outreach Coordinator must have access to a vehicle to travel to locations throughout the region, and mileage will be reimbursed at the current IRS rate.

Required skills and experience:

- At least two years of community education, outreach, or sales experience;
- Excellent verbal and written communication skills;
- Confident presentation skills;
- High level of organizational skills and attention to detail;

- High degree of emotional intelligence and maturity as well as interpersonal skills that include integrity, honesty, kindness, calmness, patience, gratefulness, professionalism, diplomacy in communications, and an exuberant passion for solar;
- Proficiency with Microsoft Office, particularly with Word and Excel is required. PowerPoint experience is helpful but not required;
- Collaborative and positive spirit suitable for a team environment;
- Access to vehicle with current registration and inspection;
- Current and valid driver's license;
- Currently residing in the 10-county region of Southwest Pennsylvania;
- Ability to work independently.

Preferred (but not required) experience with:

- Zoom or other webinar platforms appreciated, but not required
- PowerPoint experience, but not required
- Solar energy industry background, but not required and training on basic solar policy and technology will be provided

Physical Requirements:

While performing the duties of this job the employee is regularly required to talk, hear, and read. An employee electing to utilize the provided workspace will be exposed to conditions relative to a typical office environment, including ambient room temperatures, moderate noise levels, fluorescent lighting, and traditional office equipment. This job requires working at a computer for long periods of time. The workspace available through the PA Solar Center is located in an accessible building. The employee is required to drive to locations throughout the 10-county region of southwestern Pennsylvania, so must be able to drive a vehicle and sit in a vehicle for up to two hours per trip.

About Our Team:

The Pennsylvania Solar Center team is a tight-knit group that works closely together to discuss and to solve problems and celebrate successes. The work is both demanding and rewarding. We are unapologetically enthusiastic about solar energy and the positive impact that it is making to organizations, businesses, and communities. We believe that each team member is essential to our success; and therefore, we expect that team members will provide their ongoing input, opinions, and feedback. Our team has high performance standards and prides ourselves for always striving for an environment that is collaborative, supportive, and open to feedback. Our team cares deeply about one another, and while we are extremely dedicated and serious about our work, we have fun together. Our team respects one another's personal time and frowns upon sending emails to coworkers outside of office hours or during vacations or holidays, and we expect people to use their vacation time.

Apply:

The PA Solar Center is committed to creating a diverse, equitable and inclusive environment. We believe that societies that are inclusive are stronger, healthier and more enjoyable places to live, and we strive to support that ethos in our work to spread solar equitably and in our workplace. All qualified applicants are encouraged to apply and will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

- **Send your resume and cover letter to info@pasolarcenter.org include "Outreach Coordinator Application" in the subject line of the email.** In your cover letter, please include information about why you think you would be well-suited for this position and any applicable experience that is not described in your resume.
- **No phone calls please.**
- Applications will be reviewed on a rolling basis. Interested candidates are encouraged to apply as soon as possible. The PA Solar Center attempts to let every applicant know if we received your application. Depending upon the response, this may not be possible.

- Start date: Immediately upon hire.
- Candidates who are invited to continue in the hiring process may be asked to complete an interview virtually and/or in person with the Executive Director, Director of Transformation, Assistant Director of Outreach as well as other team members, and may be asked to provide a very brief presentation to the team about a generic topic of the candidate's choice.