



Community Outreach Fellow

ABOUT YOU

- You're a mission-driven professional who thrives in an entrepreneurial environment
- You're passionate about clean energy and interested in developing your marketing, community outreach and impact skills
- You're hungry to make a positive impact in local communities in Washington D.C. and Maryland, helping many who experience energy inequality
- You're an organized, detail oriented, outgoing team player willing to be held accountable to high standards and ambitious results

ABOUT US

Groundswell builds people-centered solar projects that deliver energy equity and economic opportunity. From project development to project finance, and from construction to customer enrollment and support, we focus on the “community” in community solar. Our solar projects leverage private capital for social good – providing real investment, good jobs, locally generated clean power, and deep energy savings to our neighbors who need it the most.

Groundswell's Share Power™ program is revolutionizing community solar by eliminating barriers like long-term contracts and high consumer credit scores. Share Power™ has the potential to double the addressable market for community solar and deliver deep savings to people who need it the most. Inspired by Human Centered Design and the challenge to “love your neighbor as yourself,” renters and homeowners who join a Groundswell solar project get locally generated power and share savings with local income-qualified households or Empowered Households. By sharing savings, Empowered Household customers can cut their monthly utility bills nearly in half and find relief from the tremendous burden of high energy bills. Groundswell and Share Power™ preserve affordability for all neighbors and helps communities thrive.

ABOUT THE POSITION

This is an exciting, part-time opportunity for a creative and ambitious recent graduate, current student, or professional in the DC area looking to develop a career at the intersection of clean energy and social justice.

The community outreach fellow will report to the Director, Marketing and Communications, but also work closely with the Marketing and Technical Operations teams as well as senior leadership.

This candidate must be outgoing and have a passion for people as part of their responsibility will be to represent Groundswell at various community events and engagements. In addition, the candidate must be detail oriented and possess a high-level of drive and passion for our work around energy and economic equity and the ability to operate in a results-driven, nonprofit environment where innovation and creativity are valued and expected.

KEY RESPONSIBILITIES

Community Engagement (60%)

- Develop a community outreach plan that identifies events (speaking, networking, partner, community, etc.) that Groundswell should have a presence at in order to grow our brand awareness, enroll subscribers and establish ourselves as the community solar leader in our key markets.
- Manage and execute the community outreach plan including the outreach calendar, securing staff participation when necessary, event logistics for themselves and/or Groundswell staff attending events. Provide weekly updates on outreach activity including any relevant ROI toward meeting business goals.
- Represent Groundswell and our community solar program at public events and activities on weekdays, weekends and evenings in the communities where Groundswell's community solar projects are being developed.
- Maintain Tabling Tool Kit to ensure elements are stocked and event-ready at all time

Research and Support (40%)

- Provide project related assistance to the marketing team including competitor and industry research, providing content development and evaluating content resources.
- Research, compile and analyze relevant industry data that helps broaden the understanding of diversity trends in the industry.
- Provide Salesforce support including data entry, analysis and
- Provide Subscriber Management support including data entry into Salesforce, follow up to prospective enrollees, communication to enrollees, etc.
- Research trends and best practices in community solar project development and present findings to organizational leadership

DESIRED QUALIFICATIONS

- Previous experience ideally with marketing, community outreach, clean energy industry and social justice
- Strong communication and public presentation skills
- Self-starter - motivated, able to work independently and manage multiple projects
- Strong planning capabilities, highly organized, and on top of all the details
- Familiarity with Salesforce or other CRM applications preferred but not required
- Ability to work evenings and weekends, as needed

COMPENSATION

This is a 25 hour per week, 6-12 month fellowship opportunity. Fellows are paid a stipend of \$1800 per month.

BENEFITS

Groundswell provides a workspace, laptop and other office materials. You will be provided a monthly stipend for cellular telephone use pursuant to the company policy in place at the time of payment.

HOW TO APPLY

Candidates must submit a resume and cover letter to hire@groundswell.org detailing their qualifications and interest in order to be considered for this position.

Groundswell is an equal opportunity employer.