



DIRECTOR, SE REGIONAL MARKET DEVELOPMENT

ABOUT THE POSITION

This is an exciting opportunity for an external-facing connector who enjoys engaging new people and organizing coalitions intended to build clean energy systems that cut energy burdens in half, celebrate community ownership, advance housing equity, and support local jobs and businesses. Groundswell's Director, SE Regional Market Development (SE Director) will build relationships grounded in trust and shared values, routinely meeting with Mayors, City Council members, civic leaders, agency leads, nonprofit partners, and community members.

The SE Director will be responsible for working with local partners to develop community-driven program and project development strategies in close collaboration with Groundswell's Energy Programs team, and for leading the proposal development process for securing Inflation Reduction Act (IRA) and other sources of funding to support deployment. Program priorities will span community solar and resilience centers, community ownership of clean energy assets, home energy efficiency for housing equity, and Solar for All.

The role is intended to strategically support and build the capacity of under-resourced and under-served municipalities and local communities across the region, uplifting Groundswell's core values including joyful service, taking care of each other, equity, and excellence. Critical thinking, problem solving, and the ability to translate a shared vision into a compelling proposal will be essential to achieving success. Maintaining an organized set of deliverables, driving on-time results, and building consensus among disparate stakeholders will be critical to meeting firm deadlines.

While the SE Director will travel within the region independently and meet with stakeholders alone in most instances, a strong teamwork orientation will be important. A commitment to real-time sharing of information across the Groundswell enterprise is essential. The information and commitments gleaned from meetings will be used to help other Groundswell departments advance their own strategies whether that be program implementation, fundraising, reporting, or larger coalition building.

The SE Director, in alignment with Groundswell's strategic plan, will focus on small, rural, and under-served and under-resourced communities based in GA and extending into NC, Central and Southern VA, and expanding into adjacent states including AL and SC. The Southeast, particularly its rural counties, suffers some of the highest LMI energy burdens in the nation. Average low-income household energy burdens at the state level exceed 20%, and at the county level, average low-income household energy burdens often exceed 30%. Groundswell's strategic goals include cutting energy burdens in half for the communities we serve.



Groundswell is a values-driven social enterprise committed to a culture of belonging, and we invite you to review our [strategic plan and values](#) as you apply.

KEY RESPONSIBILITIES

- Travel regionally to represent Groundswell in person with key government and community stakeholders ranging from mayors, agency leads, faith-based leaders, and local community leaders and residents.
- Build relationships with values-aligned organizations to secure support for long-term and sustainable partnerships.
- Lead the development of a robust pipeline of community resilience hubs, SOUL home energy efficiency, SharePower community solar, and community-owned solar programs across the Southeast region.
- Develop an expert-level understanding of the federal, state, and local energy policies that can support local programs and projects.
- Analyze funding announcements to qualify and support local program deployment.
- Lead proposal development to federal, state, and local funding opportunities.
- Create meeting briefs and share meeting notes internally in a timely manner.
- Update Salesforce regularly to share information across the enterprise.

CORE ACTIVITY (%)

- 50% of time will be spent meeting and following up with stakeholders in-region.
- 30% of time will be spent leading and preparing written proposals.
- 20% of time will be spent researching potential partners and reporting internally on meeting outcomes through briefing documents stored in Salesforce.

OTHER DUTIES

This position description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required. Duties, obligations, and activities may change at any time with or without notice.

COMPETENCIES OR SPECIALIZED KNOWLEDGE

- Deep appreciation for and understanding of diverse, under-resourced and low-income, and rural communities in the Southeast.
- Excellent presentation and interpersonal skills.
- Excellent written communication skills.
- Committed to Groundswell's culture of belonging.
- Ability to travel independently.
- Working knowledge of software applications, e.g., MS Office or Google suite.



SUPERVISORY RESPONSIBILITY

The incumbent will supervise one in-market community outreach colleague.

WORK ENVIRONMENT

This is a remote-based position with frequent regional travel to meet with partners and stakeholders in person. The SE Director will be expected to be able to work from home in a suitable workspace situated in the Southeast region with preference to GA or AL, and may also utilize Groundswell's LaGrange GA office location. The SE Director will be required to travel to Groundswell's Washington DC headquarters periodically, or roughly 4-6 times per year with each trip lasting 2-3 days.

POSITION TYPE AND EXPECTED HOURS

This is a full-time, 40-hour-a-week position. The days and hours of work are Monday through Friday, 9:00 am to 5:00 pm, and core hours are from 9:30 a.m. to 4:30 p.m. Occasional evening and weekend work may be required as job duties demand.

TRAVEL

Frequent regional travel will be required for this position. Occasional visits to Groundswell's main office in Washington DC. will be required as well.

In-person meetings within the SE region are highly valued and whenever possible the SE Director will be expected to meet partners in person, not just via virtual (zoom) meetings.

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's degree
- 4 or more years' experience in a sales, marketing, or other business development role
- 2 or more years' experience as a policy analyst

SUPERVISION

The Southeast Market Development Director will report to Groundswell's Market Development Director

COMPENSATION

Compensation for this position is consistent with Groundswell's established pay band for director-level roles, including a full-time employee benefits package.



BENEFITS

- Groundswell pays 100% of the monthly premium for health, dental, vision, and long-term disability for full-time employees in accordance with Groundswell's policy. Groundswell also covers 50% of spouse and dependents covered under the Groundswell healthcare, vision, and dental plan.
- Matching 401 (k) plan contribution by Groundswell up to 4% for employees who choose to contribute to Groundswell's 401 (k) plan, with immediate vesting.
- \$45 per month to reimburse cellular phone use for business purposes.
- \$75 per month to reimburse home internet access for business purposes.
- Fifteen (15) paid vacation days per year; eight (8) sick days; and two (2) personal days. Vacation and sick leave accrue at the start of your employment, restart each year on January 1, and increase with tenure. Personal days begin after six months of employment.
- Groundswell also takes nine (9) paid federal holidays and a holiday break from December 24th to January 1st (inclusive).
- Short-Term Disability Insurance, Long-Term Disability Insurance, and Voluntary Life available.
- Pre-tax benefits such as Smart Benefits, Flexible spending accounts, and Dependent care are also available.

For more information about the organization's benefits and other personnel policies, Groundswell will provide a new hire orientation within the first week of employment.

HOW TO APPLY

Candidates must submit a resume and cover letter to hr@groundswell.org detailing their qualifications and interest to be considered for this position. In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

Groundswell is an equal opportunity employer that is deeply committed to the principles of equity, diversity, and inclusiveness and seeks to create a culture of belonging for all.

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