



TOWN OF SWAMPSCOTT

MARYANNE MCMASTER
Employee Experience Manager

HUMAN RESOURCES DEPARTMENT

ELIHU THOMSON ADMINISTRATION BUILDING
22 MONUMENT AVENUE, SWAMPSCOTT, MA 01907

JOB DESCRIPTION

TITLE: Mass Save® Energy Advocate (Swampscott & Lynn)

DESCRIPTION: The Town of Swampscott is looking for two Energy Advocates to head up our community outreach in Lynn. Energy Advocate will lead the Swampscott-Lynn Saves partnership outreach to residents and small businesses in Lynn to increase participation in Mass Save® energy efficiency programs, which save people money and energy, while making our community more sustainable. As Energy Advocate, you will build partnerships and foster community to increase our local knowledge about Mass Save programs and to support energy efficiency program enrollment and participation.

The Energy Advocate is part of a small team at Swampscott-Lynn Saves, focused on this work, and also part of a cohort of Energy Advocates and community leaders statewide who are leading similar outreach efforts in their communities as a part of the Mass Save Community First Partnership (CFP). The CFP is a community outreach initiative administered by our local gas and electric providers, National Grid (“Mass Save Program Sponsors”), with a goal to increase participation in Mass Save energy efficiency programs, especially among renters, landlords, moderate income households, language-isolated households, and small businesses. As Energy Advocate, you will be trained and supported by our team, the Mass Save Program Sponsors and their selected CFP Lead Vendor. You will also have opportunities for sharing and learning from the other communities participating in CFP.

This is an exciting opportunity for an organized, people-oriented individual who is passionate about expanding access to beneficial energy-saving programs in our community and who wants to work as a part of a cross-sector team to have a measurable, positive impact.

REPORTS TO: Land Use & Development Planner (Town of Swampscott)

WORK HOURS: 10 hours a week; flexible schedule

COMPENSATION: \$27/hour; this role is funded through a grant program running until Dec 2024 with potential for future grant round funding as well

QUALIFICATIONS:

1. Commitment to increasing participation in Mass Save energy efficiency programs.
2. Demonstrated ability to lead public engagement and community outreach initiative.
3. Ability to input data in designated and approved program software.

4. Experience communicating and working with populations diverse in language, socio-economic status, race/ethnicity and/or cultural backgrounds.
5. Ability to complete and submit standardized program reporting material.
6. Ability to work with a group and on individual projects as assigned.
7. Ability to communicate, stay organized, and be comfortable with public speaking.
8. Creativity in outreach, engagement and marketing approaches, including leveraging in-person and phone outreach, social media, local media, and partnerships to engage priority populations.
9. After appropriate training, the ability to track program participation barriers.
10. Ability to attend meetings and report out on Community Partner Team progress.
11. Fluency or professional proficiency in Spanish required.
12. Familiarity with city of Lynn preferred.

ESSENTIAL FUNCTIONS

The essential functions or duties listed below are intended only as illustrations of the various type of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

Engage residents and small businesses to increase participation in Mass Save energy efficiency programs among priority groups:

- Demonstrate self-motivation and commitment to this position by leading public engagement with the guidance of our team, the CFP Lead Vendor, and the leadership of Mass Save Program Sponsors;
- Manage development and implementation of a Community-Based Social Marketing¹ campaign to promote community-wide behavioral change;
- Connect residents and small businesses with energy efficiency programs and products through public engagement strategies, such as events, presentations and local media; and
- Actively communicate with customers to guide them through the application process for Mass Save programs.

Build partnerships to expand reach and facilitate smooth access to efficiency programs:

- Recruit and support local nonprofit organizations to help with designing and implementing the local Community-Based Social Marketing campaign;
- Collaborate across a diverse group of partners, including community-based organizations and municipalities, to increase public engagement and participation in Mass Save Program;
- Consult with Mass Save Program Sponsors on customer-specific questions to help customers access energy efficiency programs and products;

¹ *Community-Based Social Marketing is an approach to creating sustainable behavior change by understanding barriers to action for specific populations and then leveraging existing social relationships to overcome these barriers and advance positive individual and community-wide behavior change.*

- Collaborate with Mass Save program vendors to boost the success of outreach efforts in the community, as needed;
- Contribute to planning, implementation, and tracking of all local CFP deliverables;
- Track program participation barriers by building relationships with program applicants and supporting them through the program enrollments process; and
- Meet regularly with CFP Lead Vendor and Mass Save Program Sponsors to communicate program findings and tactics and report on local progress.

Actively participate in cross-community learning and feedback opportunities to enhance program:

- Attend all training and orientation activities for the Energy Advocate role; and
- Serve as an ambassador for customers by providing feedback, supporting the administration of surveys and customer feedback tools to remove barriers to program participation.

The Town of Swampscott is an equal opportunity employer. We consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation/identification, or any legally protected status.

The job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the Town or requirements of the job change.