



Job Description

Job title: Outreach Specialist
Department: Energy
Reports to: Energy Program Manager
FSLA Status: Non-Exempt

General Description

The Outreach Specialist will identify, screen and assist applicants for the Weatherization and LIHEAP programs. Responsible for development and implementation of outreach plan to targeted areas, populations in disadvantaged communities within Alameda County, in accordance with our State Contracts. Represent all Spectrum programs and coordinate all major outreach events.

Primary Responsibilities

- Develop outreach plans to targeted areas targeting the disadvantaged communities.
- Implement outreach plans within budget and timelines set.
- Initiate contact with potential Weatherization/LIHEAP clients and gather all required client documents.
- Document and report progress on a regular basis.
- Maintain strict confidentiality of personal information of clients and potential clients.
- Determine the feasibility of dwellings that would benefit through weatherization and defer the dwellings that are out of scope of the program.
- Works with Development Director and management on over-all communications and public relations.
- Schedules and staffs community outreach events.
- Assist with data entry, phone calls, and other application processing.
- Create leads for fundraising and all agency programs.
- Organizer/gatekeeper/manager of all the things needed for outreach events. Track where all that stuff is coordinate reorder of supplies
- Assist Spectrum in meeting obligations under our energy contracts, while enforcing the Spectrum Community Service values of safety, quality, efficiency, customer service, documentation, and compliance.
- Perform other duties as assigned.
- Some evening and weekend work required.

The minimum qualifications, physical demands and work environment characteristics described below are representative of those that must be met or will be encountered by an employee while performing the primary responsibilities of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary responsibilities.

Minimum Qualifications

- High School Diploma/GED required
- Excellent customer service skills and experience working with the public in diverse communities
- Cooperative and willing to assist others.
- Excellent reading and writing skills, ability to communicate in writing to others in English.
- Public speaking abilities for small and large groups.
- Attention to detail is important, legible handwriting required.
- Valid CA Class C driver's license and insured car for work related travel required, driving record acceptable to our insurance carrier. Ability to drive company full-sized vans.
- Proficient to excellent computer skills in Google Suite (ie: Google Docs, Sheets, Mail) and Microsoft Office Microsoft Outlook, Word, Excel).
- Proficient use of social media and Internet.

Preferred Qualifications

- Bachelor's degree in Communications, Marketing, Journalism or related field
- Excel, PowerPoint and Publisher
- Community organizing experience.
- Bilingual in Spanish, Cantonese, Mandarin, Korean, Farsi or Hindi
- Marketing background

Physical Demands

This work requires the following physical activities: climbing, bending, stooping, kneeling, twisting, reaching, sitting, standing, walking, lifting up to 50 lbs. of material, finger dexterity for activities such as data entry and calculator use, grasping, repetitive motions.

Carry a 6" ladder to inspect and verify feasibility of insulation in attic spaces with a flashlight, also, inspect crawl spaces.

Work Environment

- The work is performed indoors and outdoors
- Travel within Alameda County is regularly required. Travel within California and USA for training occasionally required.

General Competencies

Interpersonal

- Strive for improvement in self and for Spectrum; make recommendations for improvements
- Respond timely to requests for information, service and assistance
- Demonstrate a positive and productive attitude; have an open mind and be objective, trustworthy, honest and ethical
- Maintain a high level of professionalism and confidentiality

Organizational

- Use and conserve organizational resources efficiently and effectively

- Prioritize and plan work activities
- Demonstrate consistency, reliability, accuracy and thoroughness
- Show respect and sensitivity toward cultural differences
- Promote a harassment and discrimination free environment
- Follow or exceed organizational standards
- Adhere to company policy and procedure; support Spectrum's goals and values

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

A review of this position has excluded the marginal functions of the position that are incidental to the performance of fundamental job duties. All duties and responsibilities are essential job functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbent(s) will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities.

This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.