

<b>Job Title</b>	NYS Solar Ombudsman - Outreach
<b>PVN ID</b>	VE-1504-000454
<b>Category</b>	Managerial and Professional
<b>Location</b>	OFFICE OF EXEC VC & CHIEF OPERATING OFFICER
<b>Department</b>	Sustainable CUNY
<b>Status</b>	Full Time
<b>Annual Salary</b>	\$45,000.00 - \$55,000.00
<b>Hour(s) a Week</b>	35
<b>Closing Date</b>	Jun 08, 2015 (Or Until Filled)

## General Description

The NYSolar Smart plan is a strategic effort led by the City University of New York (CUNY) that supports Federal, State, and City solar initiatives and works in partnership with: the New York Power Authority (NYPA); New York State Energy Research and Development Authority (NYSERDA); municipalities around the state; and more than 30 organizations representing utility companies, installers, government agencies and industry leaders. Since 2006 CUNY has led the implementation of multiple state and federal solar grants, including efforts through DOE's SunShot Initiative Rooftop Solar Challenge II and Solar Market Pathways, to implement solutions to lower the soft costs of installing solar across New York State. Additional projects to support group-purchasing programs, resilient solar deployment, and analyze solar potential along with grid capabilities to handle large solar installations ('solar grid ready sites') are already underway.

CUNY is seeking a NYS Solar Ombudsman to assist with outreach and marketing efforts associated with the NYSolar Smart projects. Under the direction of the University Director for Sustainability and Solar Ombudsman Coordinator, the Ombudsman will be responsible for providing support across all NYSolar Smart efforts.

The NYS Solar Ombudsman Outreach and Marketing position will provide media, marketing, graphic design, and outreach support for Sustainable CUNY's various programs. Project support will include, but is not limited to, supporting Sustainable CUNY's solar group purchasing campaigns ("solarize"). Solar group purchasing programs utilize a community educational and outreach campaign, competitively-selected solar installer/s, and a grassroots marketing campaign to reduce the installed cost of solar for residents and small businesses within a geographic region. The NYS Ombudsman will work closely with two existing NYS Ombudsmen managing solar group purchasing pilot projects in NYS and assist in the development of print marketing materials, web marketing materials, community outreach, media outreach, and program administration. This position will additionally help with broader efforts by Sustainable CUNY to reduce the balance of system costs of solar PV and strengthen the solar PV market in NYS including support of website content management system.

### Job Requirements will include:

- Creating print and web marketing materials related to solar energy
- Ability to work with a wide range of media, including photography, web, artwork, etc.

- Interacting with solar installers regarding development of marketing materials
- Acting as liaison between Sustainable CUNY team members, community outreach team, and solar installers
- Assisting with statewide event coordination and workshops as needed
- Communication to the general public
- Public speaking in both small and large settings

## Other Duties

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### Event/Workshop Coordination

All Ombudsmen assist in support planning and logistics for CUNY's annual New York Solar Summit and Statewide policy support workshops for jurisdictions as well as other training workshops. Work will include writing outreach materials, coordination of speakers and panels, and logistics.

## Qualifications

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- Bachelor's Degree in marketing, communications, graphic design, or similar
- Significant experience with graphic design software such as InDesign, Illustrator, Photoshop, Acrobat, Dreamweaver, etc.
- Experience in solar energy, energy efficiency, sustainability related fields
- Experience with community outreach and engagement
- Experience with grassroots marketing campaigns
- Experience with event and workshop coordination
- Experience with video editing and production: Final Cut Pro, Adobe Premiere, PowerDirector, etc. (encouraged but not required)
- Competitive drive and determination with a focus on results

This position will require initiative and the ability to work independently as well as to collaborate with multiple stakeholders. Communication to both the general public and solar industry experts, and the ability to establish and maintain relationships with key stakeholders will be required.

Applicants must be able and willing to travel across New York State.