



# RISING SUN

## CENTER FOR OPPORTUNITY

### **JOB DESCRIPTION:** **CLIMATE CAREERS OUTREACH MANAGER, BAY AREA**

The Outreach Manager is integral to the annual success of the Climate Careers program. Based in Oakland with a greater Bay Area reach and impact, the position is essential to our Climate Careers outreach and marketing strategies, connecting with residents and helping local households build climate resilience.

The Outreach Manager is a full-time position on the Climate Careers team that reports directly to the Marketing and Community Engagement Manager and helps to supervise a team of temporary staff members. In addition, the Outreach Manager works closely with the Senior Program Manager and collaboratively with the Climate Careers team to accomplish the goals of the Climate Careers program. This position is an integral part of Rising Sun's communication and outreach strategies to residents and communities throughout the Bay Area.

Climate Careers uses a social enterprise model to combine home energy and water-saving services with youth development. Our free Green House Call service consists of energy and water use assessments, installation of efficiency devices, and client education. Youth program participants deliver this service to thousands of homes every year while growing personally and professionally.

#### **RISING SUN IS AN EQUAL OPPORTUNITY EMPLOYER**

*Rising Sun is committed to diversity and considers all applicants for all positions without regard to color, ethnic background, religion, sex, gender, sexual orientation, national origin, age, and disability status. EOE/AA; women and minorities are encouraged to apply.*

*For more information about Rising Sun, please visit [www.risingsunopp.org](http://www.risingsunopp.org)*

#### **A successful Outreach Manager...**

- Has innovative thought processes and approaches for grassroots outreach and marketing, ensuring best practices at identifying and reaching targeted audiences
- Is someone who loves public speaking and meeting new people. You thrive with grassroots/on-the-ground approaches and you are not afraid to go door-to-door.
- Is a great relationship builder. You enjoy partnering with others to work collaboratively towards a common goal.
- Is someone who thrives in a fast-paced environment, who can solve problems on the fly and is adaptable and accountable

- Has a demonstrable ability to manage multiple projects and timelines
- Actively works to grow professionally and helps others to do the same. You are open to receiving feedback and enjoy providing others with growth opportunities and constructive input.
- Demonstrates self-awareness, in terms of understanding their own culture, identity, biases, prejudices, power, privilege, and stereotypes
- Is a goal-driven self-starter who is not afraid of the word “no;” persistent, efficient, effective, and creative in serving the hardest-to-reach residents
- Demonstrates willingness to challenge and change institutional practices that present barriers to different groups
- Is passionate about Rising Sun’s intersectional mission and excited to champion it

**The Outreach Manager is responsible for...**

- Together with the Marketing and Community Engagement Manager, developing and implementing strategic marketing, outreach, and customer acquisition strategies for Climate Careers to enroll residents in our Green House Call service, targeting and prioritizing hard-to-reach and underserved communities
- Ensuring that all outreach goals are met to maximize program impact
- Ongoing strategic analysis of outreach and marketing strategy successes and failures to inform decision-making and adjust strategies in real time
- Creating and maintaining strong relationships with external partners and stakeholders that will enable Rising Sun to leverage and enhance our reach throughout the Bay Area
- Establishing strong local networks with regional leaders to promote the Climate Careers program and establish new partnerships for collaboration
- Upholding and lifting Rising Sun’s brand, messaging, and values in all communications
- Working collaboratively with the Climate Careers team to identify and execute new program initiatives, contributing to the design and vision of the program
- Other duties as assigned

**To hold this position, you must...**

*(We are serious; no matter how much we like you, we simply cannot consider you for this position if you don't meet the following)*

- Have a car, valid driver’s license, and insurance
- Have the ability to work some flexible hours—occasional evenings and weekends
- Have the ability to travel throughout the Bay Area 40%-60% of the time

**It's a big plus if you...**

- Have 2-3 years' experience leading or implementing outreach campaigns. You've designed, overseen, and implemented outreach strategies that include tracking progress, reporting on deliverables, working within a budget, and creating timelines.
- Have experience managing important stakeholder relationships (e.g., community-based organizations, local governments, utilities, funders, and/or other partners)

- Have experience working with underserved and “disadvantaged” communities and residents
- Are bilingual

### **About Rising Sun:**

Rising Sun is a premier nonprofit organization working at the intersection of economic equity and climate resilience in the greater California Bay Area since 1994. With offices in Oakland and Stockton, our workforce development programs are grounded in resiliency and specialize in serving youth, women, and individuals in reentry. Opportunity Build provides a pathway out of poverty for job-seeking adults experiencing barriers to employment through pre-apprenticeship training, case management, and career placement in the building trades and construction. Climate Careers gives local youth from low-income households their first green job, training them to provide free residential energy efficiency services to priority households throughout the nine Bay Area counties and San Joaquin County.

### **About our culture:**

We are mission-driven and work hard because we care deeply about what we do. We are deeply committed to equity and inclusion and want to do the self-work necessary to be successful in these areas. We like working with each other and we like to make work fun. We like to try new things and encourage each other to find unique and unconventional ways to tackle tough problems. We celebrate every birthday, eat a lot of dessert together, and recycle the same birthday candles until they're gone. There's usually at least one dog hanging around the office, and sometimes a staff member's kid or two as well. We want people to grow. We like to promote from within and build each other up, but we also like to bring in new ideas and different perspectives. We're looking forward to meeting you and hearing about how you can contribute to making Rising Sun a great place to work.

### **You might also be wondering about pay and benefits:**

This is a permanent, full-time, exempt, salaried, benefited position. Salary is commensurate with experience and competitive with other nonprofit organizations. Rising Sun offers a competitive benefits package that includes generous paid time off, personal, and parental leave, access to a 403b retirement plan, and work-from-home options. Rising Sun covers 100% of employee medical, dental, vision, and life insurance premiums, and covers 50% of the premiums for dependents.

### **Ready to apply?**

Please email your resume, cover letter, and three professional references to [caras@risingsunopp.org](mailto:caras@risingsunopp.org) and include “Outreach Manager, Bay Area” in the subject line.