

PROJECT DIRECTOR – RETROFIT PROGRAM
(Town of Bedford)

DISTINGUISHING FEATURES OF THE CLASS: Under the administrative supervision of the Town Supervisor and the Town Board, the incumbent of this position is responsible for establishing, implementing and promoting a pilot program designed to retrofit homes to increase energy efficiency and reduce energy usage and costs. The initial focus of the pilot program is the Town of Bedford with program expansion projected to include the 13 other Westchester communities comprising the Northern Westchester Energy Action Consortium (NWEAC.) This position develops a program budget, promotes community participation, develops and refines program marketing strategies and develops effective practices to be used as the program expands to other municipalities. The incumbent coordinates activities with various community groups to promote the program and increase participation. Supervision is exercised over (part time) clerical staff, interns and volunteers. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Formulates a strategic plan for the pilot program, develops appropriate budget and monitors same;

Develops and implements a marketing and community outreach strategy to increase awareness of and participation in the retrofit energy savings program;

Works with existing community groups to present and promote program goals and ideas;

Establishes accounting functions with quarterly and annual financial statements;

Provides monthly financial and program progress reports to the Town Supervisor and Town Board and NWEAC communities, as required;

Develops and refines effective best practices to be used and exported to communities as the program expands;

Recruits and manages pro bono and volunteer support;

Develops and maintains a strategic partnership with the New York State Energy Research and Development Authority (NYSERDA) to maximize program potential and effectiveness;

Prepares grant applications and develops various sources of funding;

Promotes the program through public speaking events, press releases, posting/updating information on the Retrofit Program website;

Maintains database with current information and rating system on accredited contractors to help homeowners make informed choices;

Recruits, hires and oversees part-time clerical staff and interns;

Keeps informed of developments in the field of energy conservation through participation in the activities of various organizations;

Develops collaborative and strong working relationships with elected officials, community groups, public interest groups and state/federal agencies;

EXAMPLES OF WORK (Illustrative Only) (Cont'd.)

Uses computer applications such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Good knowledge of the general principles, practices and techniques used in an energy reduction retrofit program; Good knowledge of standard marketing and sales skills; familiarity with computer networking tools, web technologies and other basic programs; ability to effectively give oral and written presentations; ability to organize and direct the work of others; ability to develop strategic plans, budgets and basic financial reports; ability to structure and run meetings; ability to develop and organize program data for presentations and web based communications; ability to develop and maintain effective working relationships with all levels of government, business, not-for-profit organizations and the general community; ability to effectively use computer applications such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments; ability to read, write, speak, understand and communicate in English sufficiently to perform the essential duties of the position; initiative; leadership; innovation; good judgment; tact; physical condition commensurate with the duties of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either (a) Bachelor's Degree* in Marketing, Public Relations, Communications or closely related field and one year of work experience in marketing, public relations or communications; or (b) Bachelor's Degree* and two years of work experience as in (a); or (c) a satisfactory equivalent combination of the foregoing training and experience.

*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Department of Education as a post-secondary, degree-granting institution.

NOTE: Unless otherwise noted, only experience gained after attaining the minimum education level indicated in the minimum qualifications will be considered in evaluating experience.

SPECIAL REQUIREMENT: Possession of a valid license to operate a motor vehicle in the State of New York will be required at time of appointment.