

SOLAR FOR ALL JOB DESCRIPTION EXAMPLE FOR STATES

Communications & Engagement Specialist, Colorado Solar for All

This position is one of several position descriptions for jobs relating to Solar for All posted on the Clean Energy States Alliance [Solar for All webpage](#). It is not necessarily an active job description, but an example for other states to use for their own recruiting purposes.

Location: Denver, CO (This position is eligible for a hybrid working arrangement with the contingency of appearing in-person at our Denver downtown office a minimum of once a week.)

Working Title: Communications & Engagement Specialist, Colorado Solar for All

Agency: Colorado Energy Office

Salary: \$68,000.14 - \$84,000.02 Annually

Summary

The mission of the Colorado Energy Office (CEO) is to reduce greenhouse gas emissions and consumer energy costs by advancing clean energy, energy efficiency, and zero emission vehicles (ZEV) to benefit all Coloradans. We do this by developing and implementing highly impactful policies and programs, establishing Colorado as a leading state for climate action.

As the CEO grows and scales, the need for meaningful and coordinated communications, marketing, outreach, and engagement is crucial to meeting our mission and goals. This includes communications through traditional media, social media, email campaigns, newsletters, and our website, as well as community engagement with a broad array of stakeholders and community members. Targeted engagement and fostering transformational relationships with disproportionately impacted communities and community members is critical to our work.

CEO currently has an opening for a Communications & Engagement Specialist to join the Communications and Engagement (C&E) team to focus on Colorado Solar for All (COS4A). This role will include developing subject matter expertise on COS4A to identify, plan, and implement strategic communications, marketing, outreach, and engagement. In collaboration with C&E, this position will use a variety of traditional media and digital media tools, including owned, paid, and earned media. In addition, outreach and engagement efforts may include in-person and virtual meetings, presentations, events, collateral development, and more.

The ideal candidate will be solution-oriented, collaborative, have deep expertise and passion for communications and engagement, and be excited to engage in COS4A.

About Colorado Solar for All:

COS4A is an income-qualified program that will support the installation of single family rooftop solar, multifamily rooftop solar, and community solar (for residential subscribers). The program will work with competitively selected, industry-leading partners to deliver, install, operate, and manage the solar assets. This program is currently in development and will be launched and implemented in the coming year.

We are committed to increasing the diversity of our staff and providing culturally responsive programs and services. Therefore, we encourage responses from people of diverse backgrounds and abilities.

Examples of Duties

Team Support and Resources

- Work with COS4A team members to identify, develop, and implement proactive communications, marketing, outreach, and engagement plans.
- Develop subject matter expertise on COS4A, and coordinate with other programs within CEO and the State of Colorado to find common themes and opportunities.
- Coordinate responses to inquiries from the public, stakeholders, and the media related to COS4A.
- Collaborate internally with program managers, and externally with state agencies, to align strategies, activities, and key messaging.
- Develop and manage a grant program to procure services by helping prepare scopes of work, evaluating proposals, and managing vendors.

Direct Outreach and Engagement

- Identify and track key audiences, stakeholders, and activities related to COS4A.
- Create collateral materials and other content related to COS4A and other programs or topics.
- Lead development of new engagement activities and initiatives and support existing activities to advance programs statewide.
- Represent the Colorado Energy Office through public-facing events and identify opportunities to partner with new community members, groups, and the private sector, and explore ways to strengthen these partnerships over time.
- Facilitate and track community and stakeholder input, work with teams to evaluate and respond, as needed, and use to inform program development and refinement.
- Develop relationships with existing stakeholders and lead efforts to engage new stakeholders.
- Maintain expertise in and facilitate best practices for community engagement in serving low-income and disadvantaged communities and ensure best practices are in use.

Communications and Marketing

- Work with Director of Communications & Engagement and program teams to identify strategic, proactive messaging and communication strategies to grow awareness of and participation in COS4A.

- Serve as COS4A lead on Communications & Engagement team to plan and implement communications and engagement activities. Collaborate regularly with C&E team on all communications, marketing, outreach, and engagement efforts, to include owned, earned, and paid media.
- Develop and track messaging and storytelling opportunities related to COS4A work.
- Coordinate with CEO Public Information Officer and others to ensure digital accessibility needs are met, including COS4A program webpages, emails, presentations, newsletters and documents follow accessibility best practices; oversee review and updates of team website content.
- Coordinate with Bilingual Communications Specialist and others to create social media content and campaigns.
- Collaborate with other State of Colorado communications, marketing, outreach, and engagement staff members to align activities and messaging.
- Lead design, production, and delivery of materials and collateral.

General

- Other duties and tasks, as assigned.

Minimum Qualifications Required

- Graduation from an accredited college or university with a Bachelor's degree in communications, public administration or related field
 - Substitutions: additional, appropriate professional experience may be substituted for the degree requirement on a year-for-year basis
- **Fluent speaking, reading, and writing in languages English and Spanish.**
- Minimum three years professional experience with a combination of communications, marketing, outreach and stakeholder engagement
- Possess strong computer skills, including Google Suite or Microsoft Office (email, spreadsheets, documents, presentations, etc.) and Video conferencing applications (i.e. Google Meet, Zoom, MS Teams)
- Proven track record of building and managing positive relationships across diverse stakeholder groups
- Comfortable working with a combination of reporting lines, teams, divisions, and content areas
- Ability to independently start and finish projects with minimal supervision and passionate about working collaboratively as part of a team
- Strong time management, attention to detail, and organization skills
- Valid driver's license
- Ability to travel up to 25% of the time
- Flexibility to work periodic weekends, evenings, and overnight travel, as needed

Preferred Qualifications

- Relevant professional experience in the state of Colorado
- Experience working on climate and solar energy issues is strongly preferred
- Experience with marketing, digital media campaigns, and graphic design
- Experience with Salesforce

Work Environment

Equity, Diversity and Inclusion

The State of Colorado believes that equity, diversity, and inclusion drive our success, and we encourage candidates from all identities, backgrounds, and abilities to apply. The State of Colorado is an equal opportunity employer committed to building inclusive, innovative work environments with employees who reflect our communities and enthusiastically serve them. Therefore, in all aspects of the employment process, we provide employment opportunities to all qualified applicants without regard to race, color, religion, sex, disability, age, sexual orientation, gender identity or expression, pregnancy, medical condition related to pregnancy, creed, ancestry, national origin, marital status, genetic information, or military status (with preference given to military veterans), or any other protected status in accordance with applicable law.

ADAAA Accommodations

The Office of the Governor is committed to the full inclusion of all qualified individuals. As part of this commitment, our agency will assist individuals who have a disability with any reasonable accommodation requests related to employment, including completing the application process, interviewing, completing any pre-employment testing, participating in the employee selection process, and/or to perform essential job functions where the requested accommodation does not impose an undue hardship. If you have a disability and require reasonable accommodation to ensure you have a positive experience applying or interviewing for this position, please direct your inquiries to our ADAAA Staffing Coordinator (the Director of Human Resources) at gov_hr@state.co.us.

Conditions of Employment

Applicants must pass a thorough background check prior to employment.

Salary & Benefits

- Annual leave accrued at 13.33 hours per month (4 weeks a year)
- Sick leave accrued at 6.66 hours a month (10 days a year)
- 12 paid holidays per year
- Medical and dental plans
- State paid life insurance policy of \$50,000
- Choice of 2 retirement plans
- 401K and 457 plans
- State paid Short Term Disability coverage
- Additional optional life and disability plans
- Credit Union Membership
- RTD pass
- Training and professional development

To learn more about State of Colorado benefits visit: <https://www.colorado.gov/dhr/benefits>.

To Apply:

<https://careers.colorado.gov/>

A cover letter and resume must be submitted with the application for consideration. Your cover letter and resume must provide sufficient detail about your background and experience to allow the screening panel to properly assess your experience in the required elements, including your experience and achievements.