

### Job Description

#### **Community Mobilization Manager**

October 25, 2019

#### **Background**

**Reep Green Solutions** is an environmental charity that helps people in and around Waterloo Region live sustainably. We work to empower people with the practical tools, knowledge and capacity for action to make sustainable living the norm. Current focus areas are home energy efficiency, water conservation, healthy yards and waste reduction. In short, we work together with the community on practical solutions for addressing and adapting to climate change.

#### **Position Summary**

The Community Mobilization Manager draws on creative and strategic thinking to design, lead, and measure initiatives that enable all community members in Waterloo Region to reduce their climate impact, increase efficiency, and move towards living a low-carbon life.

#### **Roles & Responsibilities**

A strategic thinker, leader and connector, you will develop new initiatives, oversee the continued rollout of our existing home energy programs, and forge strategic partnerships to reduce greenhouse gas emissions and increase access to energy efficiency in Waterloo Region. An exceptional facilitator, you will design and offer programming that mobilizes behaviour change. Using Project Neutral's online platform as a jumping point, you will engage residents in schools, workplaces, neighbourhoods, and the community to take climate action. A superb communicator and writer, you will build support for Reep's work through sponsorships, grants, and fundraising campaigns, bringing in resources to fund practical action. A passionate capacity builder, you will engage staff and volunteers in learning, growing and contributing to our capacity to change the world.

#### **Business and Partnership Development Responsibilities**

- Assess the potential for new partnerships and service offerings consistent with Reep's mission;
  - Explore partnerships and programs that enable all, including those experiencing vulnerability and poverty, to take action on climate change;
  - Conduct feasibility studies and develop business plans to understand and pursue opportunities.
- Bring together alternative and traditional ways to finance projects:
  - Pursue innovative financing tools to address the barrier of capital costs for home energy retrofits, such as social impact investing, property-assessed clean energy (PACE), on-bill financing and others
  - Explore social enterprise models, corporate sponsorship, and grant and funding opportunities to further Reep's initiatives.
- Assess Requests for Proposals from utilities, municipalities and others for energy and related projects;
  - Assess mission-fit, revenue potential, feasibility and potential partnerships in delivery;
  - Coordinate Reep's response to provide program delivery for energy and related services.

## **Climate Mitigation Program Responsibilities**

### Project Neutral

Project Neutral is an online carbon footprint calculator where users can learn about the carbon emissions associated with various lifestyle choices (housing, commuting, diet, travel, etc.). Reep Green Solutions has launched the Project Neutral tool alongside a Climate Action Coaching program in Waterloo Region to help people understand their individual carbon footprint and to use this as a foundation to inspire physical and behavioural changes to reduce that footprint.

Responsibilities for managing this program include:

- Manage and continuously update a Region-wide engagement strategy
- Develop strategic partnerships with schools, workplaces, and neighbourhoods to engage as many people with the tool as possible
- Design and deliver engaging and motivating workshops, lunch 'n learns, and information booths throughout Waterloo Region
- Incorporate theories and best practices for education, facilitation, and behaviour change into the design and facilitation of Project Neutral engagements
- Curate a strong, supportive community of people taking climate action across Waterloo Region
- Design and steward a Climate Action Coaching program that supports people in Waterloo Region to take climate action
- Measure and report on use and impact of tool across the Region.

### Delivery of home energy efficiency services

- Supervise and continuously improve process and customer service for Reep's home efficiency services such as energy evaluations;
- Manage at a high level the work of our energy advisors;
  - Ensure that capacity is available to meet program growth (bench strength);
  - Ensure that employees and contracted staff are trained and ready to promote sustainable living, and Reep's programs;
  - Ensure that staff embody Reep's policies, including Health and Safety;
- Work with the Communications Manager to develop key messaging for marketing of programs and services;
- Foster ongoing relationships with key contractors and realtors;
- Participate as a member of the Residential Sector Committee of the ClimateActionWR plan.

Other tasks as required.

### **Skills and Qualifications**

- Strategic and design thinking;
- Understanding of tools and approaches for facilitation, behavior change, and experiential learning;
- Relationship and community building experience with multiple sectors, such as municipalities, utilities, local businesses, environmental and social organizations, homeowners;
- Demonstrated experience in successful project management, leading a project from conception to evaluation;
- Demonstrated ability to lead and motivate a diverse team of staff and volunteers;
- Self-directed, with an ability to look ahead and plan for long-term development;
- Excellent communication skills including written, oral presentations;
- Demonstrated commitment to living sustainably;
- Knowledge of Waterloo Region area is an asset.