

Job Description



Program Director/ Energy Advocate

1 FTE | POS #100010274

Direct Report	Director of Resilience & Environmental Stewardship	Grade	M-9 Starting Salary:\$66,722*
Department	Resilience & Environmental Stewardship	FLSA	Non-Exempt
Division	Resilience & Environmental Stewardship	Bargaining Unit	
Date	July 2025	Location	City/Community Team/CBO

Homeland Security Emergency Status: Essential
Safety Classification – Non-Safety Position

Summary

The Program Director/Energy Advocate directly reports to the Energy Manager and will lead New Bedford's outreach to residents and small businesses in to increase participation in Mass Save® energy efficiency programs. This role engages communities, especially underrepresented groups, to access energy-saving opportunities that lower utility costs and contribute to a sustainable future. As a Program Director/Energy Advocate, you will build partnerships and foster community to increase local knowledge about Mass Save programs and to support energy efficiency program enrollment and participation.

As part of a statewide cohort of Energy Advocates in the Mass Save Community First Partnership (CFP), the Program Director/Energy Advocate will receive training and ongoing support from All-In-Energy and other CFP providers and the Sponsors of Mass Save. This is a unique opportunity for a self-driven, organized professional passionate about community sustainability and committed to making a measurable impact.

Supervisory Responsibilities

This position has formal supervisory responsibilities over other employees. Supervisors are responsible for signing performance reviews.

Essential Functions

Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

- Community Outreach:** Develop and implement a localized outreach plan targeting priority groups -- including renters, landlords, moderate-income households, non-English speaking households, and small businesses – that meet or exceed the City's goals. Organize events, deliver presentations, and utilize media channels to promote the Mass Save programs.
- Community Representation and Engagement:** Serve as a representative of New Bedford in the Statewide CFP cohort and demonstrate an understanding of the local community's unique needs, with a focus on engaging majority-minority populations and those served by the CFP initiative.
- Partnership Building:** Build meaningful partnerships with local nonprofits, municipalities, and community organizations to actively collaborate to design and implement strategies to expand reach and program participation to align with shared goals.
- Customer Support:** Work with Mass Save program vendors to address customer-specific needs and improve engagement outcomes. Respond to customer requests for support, either by connecting the customer to the appropriate party or helping the customer resolve the situation directly.

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5. **Volunteer and Intern Engagement:** Recruit, coordinate, and support interns and/or volunteers to enhance outreach efforts and strengthen community connections.
6. **Data Management:** Maintain accurate records in Salesforce to track outreach efforts, customer interactions, and program participation. Uphold data privacy requirements of Mass Save Sponsors to protect customer information.
7. **Training & Learning:** Attend training sessions, participate in cross-community learning, and contribute feedback to improve the CFP initiative.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Minimum Qualifications:

Essential

- Strong organizational, communication, and public speaking skills with demonstrated ability to lead public engagement and outreach efforts.
- Experience working with diverse populations across language, socio-economic, or cultural backgrounds, majority-minority communities, and engaging populations served by CFP programs.
- Creativity in outreach strategies, including leveraging social media and partnerships.
- Skills in building partnerships and aligning efforts toward shared goals.
- Strong interpersonal and customer service skills, with the ability to follow up effectively.
- Proficiency with data entry and tracking in spreadsheets or similar tools and reporting on expenses and outreach activities.

Preferred

- Fluency in English, Spanish, Portuguese, Cape Verdean Creole, and/or Myan Kiche.
- Experience with CRM systems like Salesforce.
- Familiarity with energy efficiency or sustainability initiatives.
- Experience leading or supporting interns and volunteers.
- Proven ability to inspire action and foster collaboration.

Special Requirements

- Criminal Offender Record Investigation (CORI) background check mandatory.

Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The work environment and exposures described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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While performing the duties of this job, the employee works both inside and in outside weather conditions. The employee occasionally works near moving mechanical parts and is occasionally exposed to wet and/or humid conditions.

The employee frequently is required to walk, sit, climb, or balance, stoop or kneel, crouch or crawl and taste or smell. The position involves heavy physical demands, such as exerting up to 100 lbs. of force occasionally, and/or up to 50 lbs. of force frequently, and/or up to 20 lbs. of force constantly to move objects.

Work Environment

The work environment and exposures described here are representative of those an employee encounters while performing the essential functions of this job.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice, as needed, by the City of New Bedford within the scope of departmental needs. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment of the position.

Hours and Compensation

This is a 40-hour-a-week position. This is a grant funded position for a period of three years.

Compensation for Unit C (Management) Positions

All management positions receive an annual salary increase (or "Step" increase), contingent on satisfactory job performance. Step increases are awarded upon the first anniversary of an employee's initial hiring and each year thereafter for the next eleven years of employment. The amount of the annual Step increase varies from 3.50% - 5.00% of the employee's prior year salary. The above position offers a starting salary of \$66,722 in Year/Step 1, and a maximum salary of \$103,942 in Year/Step 12.