



STATE OF NEVADA
Department of Administration
Division of Human Resource Management

CLASS SPECIFICATION

<u>TITLE</u>	<u>GRADE</u>	<u>EEO-4</u>	<u>CODE</u>
ENERGY OUTREACH COORDINATOR	37	B	7.764

Under direction of the Nevada State Office of Energy (NSOE) Director, the Energy Outreach Coordinator performs and coordinates the public information campaigns and marketing strategies for the energy efficiency and energy conservation programs relating to State buildings, schools and transportation issues, and renewable energy programs.

Facilitate communication among the target population, State and federal agencies; develop federally mandated public outreach and access programs for energy stimulus projects; create and maintain outreach tools for public input, transparency and third party verification; develop presentations; design public information campaigns and marketing strategies for assigned programs and projects; develop and disperse media releases, newsletters and informational material; develop and maintain strong media alliances in support of the NSOE mission.

Develop marketing plans, strategies, goals and objectives; coordinate with program staff to ensure marketing objectives are understood, fully supported, and contribute to accomplishing the mission of the programs; prepare and coordinate media related activities.

Research and analyze current information on relevant issues in response to inquiries from the public, media, and various agencies and groups; advise and provide technical assistance; participate with public and private agencies in coordinating educational efforts; serve as point of contact for all public comments, input and questions regarding energy.

Educate the public regarding programs by designing and/or presenting educational and information campaigns; determine the target group and educational methods to use; design visual aids and educational materials; coordinate, schedule and conduct presentations.

Conduct and coordinate community outreach efforts; participate in community groups to create an awareness of the programs and resources available.

Develop the metrics and tracking system for marketing, advertising, and communications programs and strategies with input from the Director, Nevada Energy Commissioner, and the U.S. Department of Energy; measure the effectiveness of marketing, advertising, and communications programs and strategies for each grant program.

Work with the Department of Information Technology (DOIT) in developing, maintaining, and updating the content of the federally mandated ARRA State energy website that provides a contact foundation where current energy information and exchange is engendered; include web links in all marketing campaigns, driving strong and consistent traffic to the website.

Serve on committees and cooperative work efforts in support of program initiatives and activities.

May supervise professional and support staff as assigned.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

SPECIAL REQUIREMENT:

- * A valid driver's license or evidence of equivalent mobility is required.

EDUCATION AND EXPERIENCE: Bachelor's degree from an accredited college or university in marketing, communications, public relations, business administration, advertising or related field and three years of marketing, public relations or communications experience which included working with multiple stakeholder groups, managing resources, and developing marketing campaign and strategies; **OR** graduation from high school and five years of marketing, public relations or communications experience which included working with multiple stakeholder groups, managing resources and developing marketing campaign and strategies; **OR** an equivalent combination of education and experience. (*See Special Requirement*)

ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES (required at time of application):

Working knowledge of: development, implementation and evaluation of marketing strategies and campaigns; coordination and allocation of resources; strategic planning; preparation and dissemination of informational materials including information and education campaigns. **General knowledge of:** organizational management; effective media and educational programs; budget planning; basic supervisory practices. **Ability to:** respond effectively to questions from the media, State and local officials and the public regarding controversial or high profile department programs and activities and represent the agency in a positive light; make oral presentations; tailor long and short-range marketing strategies for promotion of programs; write scripts for multimedia use and for public service announcements; implement effective marketing strategies; communicate effectively both orally and in writing; establish and maintain positive working relationships with agency management, staff, local and federal officials and the general public; plan, organize and prioritize assignments.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES (typically acquired on the job):

Working knowledge of: agency services, programs and stimulus allocations; techniques, methods and practices utilized in producing and distributing educational materials and marketing programs.

This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards for positions assigned to this class.

7.764

ESTABLISHED: 09/16/09UC