

Energy District Program Coordinator role & expectations

The Program Coordinator agrees to provide the following services:

Relationship to the Clean Energy District Board:

- Brings information and actionable items, related to establishing and embedding the energy district, to the attention of the board
- Attends board meetings, as ex-officio member
- Provides verbal or written reports to the board
- With the board chair plans board meeting minutes
- Assembles meeting materials for board members
- Assists in establishing energy district priorities & assists the budgeting process
- According to the board's direction and priorities and with robust board assistance coordinates programming for the energy district
- With ED Board Direction will attend community and regional meetings and events pertinent to the energy district's goals

Publicity, Promotion and Public Relations: As a team member, together with the board

- Promotes local awareness and understanding of the energy district
- Manages the district's internet presence via website, email marketing, and social media accounts
- Creates press releases, brochures, fact sheets, membership booklets, e-newsletters
- Maintains membership lists
- Develops working relationships with local and regional news media and positive editorial attention
- Seeks opportunities for public speaking engagements
- Develops positive relationships with county leaders, community organizations, public officials, business owners and coordinators, neighborhood associations and utilities
- Develops a strong connection with the local clean energy contractors and suppliers
- Creates an annual report

Member & Donor Development:

- Coordinates member/donor activities led by ED Board
- Shares materials and meets with citizens and leaders, building membership awareness
- With robust board involvement and assistance, identifies and develops relationships with prospective donors
- Coordinates fundraising events
- Recruits member/contacts and manages contacts, member & donor databases

Other Responsibilities

- Communicates with the Clean Energy Districts of Iowa (CEDI) association
- Networks with fellow energy district staff
- Stays informed of local issues and clean energy topics
- Works closely with the board treasurer to monitor the district's finances
- In collaboration with the board seeks and writes grants
- Monitors the filing of appropriate tax and legal status reports and forms
- Manages the energy districts shared drive