



VPLC

Virginia Poverty
Law Center

Virginia Poverty Law Center (VPLC)

Job Announcement:

Utility Equity Outreach Coordinator

Virginia Poverty Law Center works to break down systemic barriers that keep low-income Virginians in the cycle of poverty through advocacy, education, and litigation. The Utility Equity Outreach Coordinator will be an integral part of our Center for Economic Justice team responsible for reaching out to communities across Virginia, listening to consumers struggles and helping engage them to push for equitable utility and clean energy access centered on affordability as part of a broader piece and often over-looked barrier in solving the complex economic justice puzzle. This is an organizing, public education, and grassroots advocacy position focused on utility fairness, and equitable access to affordable and sustainable utilities. We are seeking a highly motivated, justice seeking, and community power focused outreach specialist to join our team.

Utility Equity Outreach Coordinator Responsibilities:

- This team member will work with individual utility customers, within communities and alongside partner organizations across the state, to bring positive focus and equitable change in how decisions on utilities are made.
- Responsible for coordinating education and outreach to utility consumers on issues related to utility access and affordability including access to sustainability measures such as access to energy efficiency and clean energy resources.
- Co-ordination of the Virginia Multi-Family Energy Efficiency Coalition (MFEEC)
- Cultivate new relationships with grassroots movements, public institutions, and faith communities around utility issues and community and/or customer-oriented solutions.
- Lead efforts to center racial and economic justice as core guiding principles of utility fairness.
- Organize Energy Equity Forums in areas of highest need across the commonwealth.
- Manage Utility Helpline including fielding calls and database management, capturing caller personal narrative on their experience or issue, referral to utility-specific help or other assistance which may include creative problem-solving abilities, follow-up with callers when necessary.
- Create and continued maintenance of factsheets and assistance templates for helpline callers.
- Work with the Outreach and Education Specialist to produce explainer videos, podcast content, and other content media to share information with consumers from helpful hints to red flags.
- Assist the communications director to maintain social media outreach and execute action alerts on utility-related and relevant content.

Qualifications:

- A background in grassroots organizing, social work, or customer/consumer assistance,
- Demonstrated ability to work directly with individuals and/or communities in an engagement context.
- Excellent active and reflective listening skills

- Ability to provide a level of comfort and respect to engage consumers in sharing their experiences and issues.
- Strong individual and collaborative problem-solving skills.
- Excellent communication skills with preference for the ability to translate between policies and lived experiences at the individual and community level. Storytelling expertise is a plus.
- Demonstrated ability to understand diverse, hard to reach populations across Virginia and how to utilize a variety of channels to reach and engage with them.
- Ability to creating compelling action-oriented plans for engagement.
- Experience with issue advocacy, particularly social justice issue advocacy is preferred.
- Ability to collaboratively manage social media channels for use in an engagement context.
- Understanding of engagement systems with an openness to try new platforms and methods of engagement are extremely helpful.
- Willingness to travel throughout the state as needed.

Salary range is \$50,000 to \$60,000 contingent on experience and proven engagement skill abilities. The position is for a minimum of two years with the option to continue based on performance and funding. VPLC has an excellent benefits package and is an equal opportunity employer.

For more information and to apply, please submit a cover letter, resume, and three references to hire@vplc.org. This position is open until filled.