

Company Introduction

Tri-State Light & Energy (TSLE) is an energy efficiency consulting and implementation contracting firm with a 40-year history in customer service and energy cost saving delivery. TSLE is a Minority Based Enterprise (MBE) for multiple states and has a major focus on providing support for DEI and Diversity initiatives. Regionally, TSLE delivers Direct Install Programs, Engineered Solutions Programs, Energy Savings Improvement Programs, and Engineering Services for Municipal, Commercial and Industrial Clients. TSLE is consistently recognized and awarded for being a small business champion that marries innovative technology with small company personalization and service. We are growing and looking to hire dedicated, industry-qualified candidates at all experience levels to grow with our company.

Position Summary

We are seeking a dedicated and detail-oriented Outreach Specialist to join our team in New Brunswick, NJ. This role will be actively promoting energy efficiency programs through various channels and requires strong communication and relationship-building skills to engage with customers, contractors, and industry stakeholders. The ideal candidate will have a deep understanding of energy conservation and the ability to design and implement effective outreach strategies to drive program participation and awareness.

Essential Job Functions

- Implement a pre-established outreach strategy to promote the program's brand and message.
- Interact with customers and contractors about energy-saving opportunities through incentive and rebate programs.
- Design and carry out outreach campaigns to engage different sectors and markets.
- Offer sector insights by analyzing trends and summarizing data within specific markets.
- Identify outreach opportunities by understanding customer needs and determining how the program can reach them.
- Oversee and monitor campaigns, opportunities, activities, and contacts using the program's CRM database in real time.
- Participate in tradeshow, local meetings, and events, both virtually and in-person, to network, promote, and educate New Jersey businesses on the benefits of program participation.
- Represent the program within the assigned market sector or territory in New Jersey.
- Establish relationships with key organizations and stakeholders within the assigned market sector.
- Prepare and submit presentation abstracts and newsletter content to relevant organizations to raise program awareness.
- Collaborate with operations and project coordination staff to provide accurate project forecasting and market intelligence reports.
- Contribute to regular outreach reports to track and measure the effectiveness of campaigns.
- Support public relations efforts.

Qualifications

- Bachelor's degree in sustainability, business, engineering, computer science, or a related field.
- Over 3 years of experience in implementing outreach strategies within the energy efficiency sector or a related field.
- Must reside in New Jersey.
- Possession of a valid US driver's license.
- Proficiency in Microsoft Office Suite, including Excel, Word, PowerPoint, and Outlook.

- Knowledge of operating systems, computer hardware, software, multimedia, mobile devices, and related applications.
- A demonstrated interest in energy conservation is essential.
- Familiarity with lighting components, HVAC equipment, HVAC systems, lighting control systems, and building envelope components.
- Ability to maintain and operate personal or company vehicles with a valid driver's license.
- Willingness and ability to travel within the tri-state area, with some overnight travel required.
- Strong customer service skills, with a focus on proactively identifying customer needs and managing expectations.
- Excellent written and verbal communication skills.
- Self-motivated individual capable of working independently or as part of a team.
- Exceptional organizational, time-management, and planning abilities.

Knowledge, Skills, and Abilities

- Capable of engaging customers, industry stakeholders, and local government officials through phone calls, emails, and both virtual and in-person meetings.
- Team-oriented, hands-on, highly skilled, adaptable, and client-focused.
- Contacts in the construction market, including builders, developers, architects, engineers, etc.
- Experience in evaluating the effectiveness of outreach strategies and proposing alternatives.
- Excellent public speaking and written communication skills.
- Experience in developing and editing professional reports.
- Basic knowledge of CRM database software.
- Ability to track deadlines and forecast assignments with moderate scope.
- Understanding of how to effectively engage multiple decision-making levels within a company across different target audiences.
- Experience working with professional organizations and market sector decision-makers.
- Experience with energy efficiency evaluations or audits at commercial or industrial sites.
- Understanding of LEED, Energy Star, and/or GRESB standards.

Physical Demands of the Job

The physical demands described here represent those that an employee must meet to perform the essential functions of this job successfully.

- While performing the duties of this job, the employee is occasionally required to stand; sit, walk, climb, balance, stoop, kneel, crouch or crawl; use hands to finger, grasp, or feel objects; reach with hands and arms; push or pull; talk and hear; use repetitive motions.
- The employee is frequently required to lift and/or move up to 20 pounds and occasionally lift and/or move up to 25 pounds.
- The employee must have visual acuity to perform activities such as preparing and analyzing data and figures, transcribing, viewing a computer terminal, and extensive reading and visual inspections of site plans.

Work Environment

While performing the duties of this job, the employee is subject to the following work environment:

- The employee is subject to both inside and outside environmental conditions.
- The employee is subject to hazards such as proximity to moving mechanical parts, moving vehicles, and electrical current.

Diversity

TSLE is an equal-opportunity employer committed to diversity and inclusion in the workplace. TSLE prohibits discrimination and harassment of any kind based on age, race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, age, marital status, gender, gender identity or expression, veteran status, or any other protected characteristic as outlined by federal, state, or local laws. This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. TSLE makes hiring decisions based solely on qualifications, merit, and business needs at the time. Please read through our [EEO Policy](#) for more information.

TSLE is committed to working with and providing reasonable accommodation to applicants with physical and mental disabilities. TSLE is a drug-free workplace

Screening

TSLE makes offers of employment contingent upon (1) successful completion of a routine background investigation and reference check, (2) drug testing, and (3) Act 34 Child Abuse clearance.

Benefits

- Medical, vision, and dental insurance.
- 401(k) with company match after 1st year of anniversary.
- Company-provided life insurance
- Health Savings Account (HSA)
- Education reimbursement program with management approval.
- Annual paid time off.
- Observance of 8 Federal Holidays.

Work Schedule

- Hybrid Work Schedule for this position.
- Monday through Friday, 8:00 a.m. - 5:00 p.m.
- 40-hour work week.
- Occasional weekends.
- On-call requirement.

Compensation

- Salary Range: \$70K to \$95K commensurate with experience.
- Annual Discretionary Bonus Plan.

Interested applicants should email their resume to careers@email.tsle.com.

No phone calls, please.