



Central New York Regional Planning & Development Board

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Paul W. Pinckney, Chairman David V. Bottar, Executive Director

Central New York Regional Planning and Development Board EnergySmart CNY Community Campaign Manager Position

March 31, 2025

About CNY RPDB:

The Central New York Regional Planning and Development Board (CNY RPDB) is a public agency established in 1966 by Cayuga, Cortland, Madison, Onondaga, and Oswego Counties. The agency provides a comprehensive range of services associated with the growth and development of communities in Central New York. As part of its energy program, the CNY RPDB currently manages the NYSERDA Regional Clean Energy Hubs program in CNY, also known as [EnergySmart CNY](#). The agency is also the NYSERDA Clean Energy Communities Western Territory Manager and Regional Coordinator for Central New York.

Community Campaign Manager:

The CNY RPDB is seeking to hire a Community Campaign Manager to lead an education and outreach effort across the CNY region with the goal of increasing adoption of clean energy technologies including community solar subscriptions, small-scale solar electricity systems in CNY, heat pumps, energy efficiency upgrades, and other opportunities in partnership with the EnergySmart CNY team. The Community Campaign Manager will be part of the Energy Program under the direction of the CNY RPDB Energy Program Manager, working directly with the EnergySmart CNY Director and team.

Tasks and responsibilities:

The Community Campaign Manager will work with NYSERDA, the EnergySmart CNY campaign, and local partners to plan, advertise, and host outreach events, manage a team of preferred contractor partners, help track participants and assist with next steps where necessary, and contribute to required program reporting.

Required Skills and Experience:

The right candidate for this position will:

- have a track record in community organizing, campaign work, or project management;
- have excellent communication and persuasion skills with the confidence to speak publicly in front of groups or one-on-one;
- be a self-starter, and have a demonstrated ability to hit the ground running and quickly establish credibility;
- be detail-oriented with superb organizational skills and strong follow-through;
- be willing to work in the evenings and/or weekends if needed;
- be experienced with data collection, tracking, and reporting on project results and have experience with database management;
- be comfortable with social media and online communication;
- be skilled at collaborating, asking for and providing feedback, and building relationships with a team of co-workers and volunteers;

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Oswego*

- be familiar with the region and its communities, and have a network of contacts to leverage for the project; and
- have a valid driver's license, own, and drive a car.

The ideal candidate is someone with at least 2-3 years of experience in community organizing, project management including outreach, political campaigns, or the environmental/energy/solar industry; and is knowledgeable about solar PV systems and the solar development process, heat pumps and/or building science.

Conditions and salary:

The CNY RPDB is offering a competitive starting salary for this full-time position that will range from \$50,000 to \$70,000 depending on the applicant's qualifications and experience. The agency will offer a comprehensive fringe benefits program for this position including paid leave, health insurance, and the opportunity to participate in the NYS public retirement program.

Equal Opportunity Employer: The CNY RPDB is an equal opportunity employer and welcomes candidates from diverse backgrounds. It is the policy of the agency not to discriminate against any applicant for employment, or any employee because of age, color, sex, disability, national origin, race, religion, or veteran status.

How to Apply: To be considered for this position, candidates must forward a cover letter, resume, and three professional references to Amanda Mazzoni, CNY RPDB Energy Program Manager, at amazzeni@cnyrpd.org. Please use the subject line "Community Campaign Manager job_<your name>" in your email.