



## **ESPP RETAIL EFFICIENT PRODUCTS MARKET MANAGER**

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Reports to: Director of Efficiency Smart Power Plant  
SBU: ESPP  
Division: Retail Efficient Products  
Date Approved: TBD

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### **JOB SUMMARY:** (What is done and why.)

Leads the development, implementation and operation of services that affect the consumer, supplier and manufacturer of energy efficient products sold at retail. Collaborates with other Market Managers, both Residential and Business, and supporting services, e.g. Marketing, IT, Planning & Evaluation, Fiscal Administration, etc., to pro-actively identify market needs and develops plans and strategies to address these needs and to achieve Efficiency Smart Power Plant (ESPP) goals and contractual objectives.

### **ESSENTIAL FUNCTIONS:** (Majority of duties, but not meant to be all-inclusive nor prevent other duties from being assigned as necessary.)

1. Leads development and implementation services for the Retail Market that increase the awareness of and sales of energy efficient products.
2. Develops and administers a budget for the Retail Market, including responsibility for forecasting outcomes and tracking results for both energy savings and fiscal spending.
3. Understands the Retail Market, including, where appropriate, but not limited to manufacturers, technologies, retail partners, customers, economics, and ownership structures.
4. Develops strategies for the Retail Market to address: retail partner needs; customer satisfaction; customer feedback and complaints.
5. Identifies and acquires the resources to achieve implementation and administration goals for the Retail Market; staffing, tools and equipment.
6. Develops and negotiates subcontractor agreements necessary to meet both service and market needs; monitors their work to ensure that performance and production goals are met.
7. Establishes communication channels and networks to collaborate with other elements of ESPP operations including Business Energy Services, Residential Energy Services, Marketing, IT, Fiscal Administration, Customer Service and VEIC's Planning & Evaluation group.
8. Develops implementation strategies and plans for the market(s); establishes and/or maintains the services, incentives, tracking, reporting, quality assurance, training, planning and evaluation.
9. Develops plans to implement, maintain and monitor necessary technical tools and associated technical work products; ensure technical integrity, identify and acquire technical resources, strive to expand the technical capability of tools and staff.

10. Represents ESPP to external organizations and maintains positive relationships with strategic partners.
11. Participates in ESPP special events off-site as necessary.
12. Supports staffing needs, as assigned, in all aspects of performing their jobs, including conducting periodic performance appraisals for direct reports, providing constructive feedback, expanding staff skills, and setting work and professional development goals in order to maximize the performance and quality of the staff and services.

**KNOWLEDGE AND EXPERIENCE:** (Minimum education, experience, technical and communication skill levels and licenses/certificates normally required to perform the duties of this position.)

1. Strong personal commitment to the mission, vision, goals and values of VEIC.
2. Bachelor's degree in business, or relevant technical field, plus 8-10 years relevant experience or Master's degree and 5-7 years relevant experience or a combination of education and experience in a related field from which demonstrated comparable knowledge and skills are acquired.
3. Professional training and/or experience in retail supply and distribution chains, marketing and merchandising desirable.
4. Excellent written and oral communication skills including superior proficiency with word processing, spreadsheet and database software.
5. Experience with substantive elements of energy efficiency service/program implementation, including energy analysis, customer service, data tracking and reporting.
6. Experience working within a collaborative environment to achieve organizational objectives.
7. Management experience including staff supervision, contracts, budget management, communications, and the ability to demonstrate goal development and attainment.
8. Strong interpersonal skills essential and the ability to handle competing priorities.
9. Proven ability to be organized, detail oriented and accurate essential.

**WORKING CONDITIONS:** (Typical working conditions associated with this type of work and environmental hazards, if any, that may be encountered in performing the duties of this position.)

**Internal-** Work is normally performed in climate controlled office environment, where exposure to conditions of extreme heat/cold, poor ventilation, fumes and gases is very limited. Noise level is moderate and includes sounds of normal office equipment (computers, telephones, etc.). No known environmental hazards are encountered in normal performance of job duties.

**External-** Local, in-state, travel may be required in order to maintain contact with and knowledge of retail market and partners. Occasional events may involve lifting, distributing and disposing of energy efficiency materials.

**PHYSICAL DEMANDS:** (The physical effort generally associated with this position.)

Work involves standing and walking for brief periods of time, but most duties are performed from a seated position. There is potential for eyestrain from reading detailed materials and computer screen. Deadlines, workloads during peak periods and changing priorities may cause increased stress levels. Work may include occasional pushing, pulling, or carrying objects weighing of approximately 40 pounds such as files, documents, and some equipment. Work normally requires finger dexterity and eye-hand coordination to operate computer keyboards at a moderate skill level. Repetitive motion injuries may occur. Company will provide adaptive devices as needed.

**SUPERVISORY RESPONSIBILITY:**

Supervision is received from the Director of the ESPP.