



## **MONTGOMERY COUNTY GREEN BANK CORPORATION**

**Job Title:** Product Marketing Representative

**Reports To:** Chief Executive Officer

**Status:** 2 Year, Term Employee; Full-time employment; exempt from overtime

**Location:** Montgomery County, Maryland

**Open:** November 5, 2018

**Closes:** January 11, 2019

**Start Date:** January 2019

### **BACKGROUND**

The Montgomery County Green Bank ("MCGB") Corporation is Montgomery County's designated Green Bank, a publicly-chartered, 501c3 nonprofit dedicated to accelerating affordable energy efficiency and clean energy investment in the county. MCGB partners with the private sector to build a more inclusive prosperous, resilient, sustainable, and healthy community. Our work supports Montgomery County's goal to reduce its greenhouse gas emissions by 80% by 2050.

### **SUMMARY OF POSITION**

The Product Marketing Representative is responsible for developing and managing relationships between the Montgomery County Green Bank's ("Green Bank") Authorized Contractors and the Green Bank, and for meeting goals of developing more and deeper connections for Green Bank products, building contractors' understanding of Green Bank financing services, and increasing the use of Green Bank financing products to grow the energy efficiency and renewable energy sector.

The ideal candidate for this position will have strong experience in sales and marketing, as well as with energy efficiency or renewable energy contractors serving businesses and homeowners.

Reporting to MCGB's Chief Executive Officer, the Product Marketing Representative will be fundamental in building the understanding of Montgomery County Green Bank products to improve energy efficiency and renewable energy improvements in the commercial, industrial and residential areas. The successful candidate will demonstrate an understanding of how businesses and residents consider and decide to undertake energy efficiency and renewable energy improvements to their property, feel comfortable with conducting training on financial products, and cold-calling on contractors to recruit them to be affiliated with the Green Bank's products.

## **ESSENTIAL DUTIES**

- Contractor Recruitment
  - Help the Green Bank identify companies that offer energy efficiency and renewable energy improvements to their commercial / industrial and residential customers, and introduce, educate on, and encourage the use of the Green Bank financing programs.
  - Liaison with Pepco on contractors approved for its programs which provides a potential list of contractors eligible for Green Bank Products.
  - Call on contractors and contractor sales representatives with focus in the commercial / industrial and residential energy efficiency and renewable energy markets, including the heating, ventilation and air conditioning, home remodeling, commercial lighting, solar photovoltaic, co-generation, and geothermal industries, and encourage them to join the Green Bank Authorized Contractor network. For those interested, work with the contractors to complete the Green Bank application and on-boarding process.
  - Meet contractor recruitment goals for Authorized Contractors of Green Bank financing products.
- Contractor Engagement, Lender Relationships, and Product Use Generation
  - Maintain regular contact with contractors on the Authorized Contractor list and assure understanding of the Green Bank financing and obtain feedback on needs or improvements for the product.
  - Support contractor needs for education, tools, resources to help promote Green Bank products to customers.
  - Be immediately available to support contractors when they need support in discussions with contractors' customers.
  - Work with Green Bank approved lenders for its financing products to assure lenders are in contact with contractors and supporting contractor requests.
  - Oversee lender pipelines for products and assure contractor pipelines match lender pipelines.
  - Manage any waivers needed for products as requested by contractors and manage process within Green Bank to seek approval of waivers.
  - Achieve targeted production goals for Green Bank products.
- Contractor Relationship Management
  - Communicate Green Bank's strong value proposition to contractors, train Authorized Contractor sales personnel to utilize Green Bank financing and develop and grow use of Green Bank products.
  - Identify contractor training needs and develop the appropriate instructional materials and procedures or methods, such as individual education, group instruction, and computer-based training.
  - Help contractors improve sales by using Green Bank financing.
  - Maintain Green Bank's website for section supporting contractors and product presentation.
  - Manage monthly on-line newsletter dedicated to contractors.

- Outreach
  - Participate at conferences, seminars, and other industry events to promote Green Bank products.
  - Identify a variety of marketing opportunities for promoting Green Bank products to end user customers, and support development and implementation of such
- Reporting
  - Submit weekly activity and progress reports to management.
  - Manage pipeline reporting for Green Bank products.

### **CHARACTERISTICS OF HIGH PERFORMANCE**

- Collaborates with Green Bank staff and contractors in a fast-paced, growth-oriented environment.
- Highly focused on generating results around use of Green Bank products and getting closed transactions.
- Provides exceptional customer service giving Green Bank contractors immediate and useful information.
- Utilizes sound judgment and demonstrates initiative, critical thinking, and creativity to generate ideas for work approaches, presentation of information, and issue resolution.
- Listens to contractor feedback and advocates to the Green Bank so that Green Bank management may better understand market needs in both the residential and commercial energy efficiency and renewable energy industries.
- Performs tasks and assignments on a regular and timely and consistent manner with high accuracy and attention to detail.
- Takes responsibility to manage workload effectively while engaged in multiple projects concurrently
- Consistently exceeds sales goals and program growth targets by growing and maintaining relationships with existing contractor base within the assigned geographical area of responsibility

### **QUALIFICATIONS**

- A bachelor's degree is strongly preferred with a minimum of five years of experience in commercial / industrial or residential contractor sales and or account management with direct customer relationship management.
- Knowledge and experience with energy efficiency improvements in residential and/or commercial markets. Experience in renewable energy desired.
- Previous work in a production goal environment is preferred.
- Knowledge of use of financing products in the structuring of project improvement funding is preferred.
- Excellent communication and presentation skills
- Must have a valid driver's license and reliable transportation
- Must be flexible, innovative and possess the ability to manage priorities in a fast-paced environment
- Strong financial/business acumen
- Must be willing to work evenings and weekends supporting contractors and local events
- Must be proficient with Microsoft Office products
- Must be able to successfully pass a pre-employment criminal and drug screening

- Building Performance Institute (BPI), Residential Energy Services Network (RESNET), American Society of Heating, Refrigeration and Air Conditioning Engineers (ASHRAE), Associate of Energy Engineers (AEE), or other certifications preferred

### **WORK ENVIRONMENT**

This position requires extensive travel throughout Montgomery County, Maryland. Travel also may be required to other neighboring counties and cities, including Baltimore and Frederick, MD. The employee will spend significant time driving. When not driving, work is primarily performed in an indoor, environmentally controlled office setting. The nature of the work has frequent interruptions, contact with the public and clients, and performance of repetitive tasks. The position requires strong communication skills. The employee may be required to work beyond normal working hours.

### **COMPENSATION**

- Salary commensurate with education and experience. A portion will be related to meeting production goals.
- Competitive benefits package

### **EQUAL OPPORTUNITY**

MCGB is an “at-will,” equal opportunity employer. MCGB considers applicants for all positions without regard to race, color, creed, religion, national origin or ancestry, sex, age, disability, genetic information, veteran status, or any other legally protected status under local, state, or federal law.

If interested, please send cover letter and resume to [info@mcgreenbank.org](mailto:info@mcgreenbank.org) by January 11, 2019.