



Position Opening RESNET Marketing Director

The Residential Energy Services Network (RESNET), a non-profit membership organization, has over two decades of experience of setting the standards for quality for the HERS Rating industry. To date over 1.9 million homes have been HERS Rated through RESNET. For more information go to www.resnet.us

To accomplish the goals of broadening and growing its membership base and expanding the demand for HERS ratings, RESNET is seeking candidates for a full time Marketing Director position. Ideal candidates will be passionate about energy efficiency and building performance as well as being familiar with the industry. This is a full-time, home-based position with remote support of a contracted webmaster.

Requirements include:

I. Develop and Implement Marketing Plan for Following Targeted Groups:

- Appraisers (will be coordinated through partnership with the Appraisal Institute) Effort could be aimed at:
 - The value of high energy performance buildings
 - What are HERS Raters
 - What is the HERS Index score
 - New tool for appraisers to determine a home's HERS Index score and projected monthly energy savings
 - Ability to verify person is certified HERS Rater
 - Ability to verify a home's HERS Index score
- Code Officials (will be coordinated through partnership with the International Code Council) Effort could be aimed at:
 - Introducing the Energy Rating Index
 - Why HERS Raters should be the trusted source for third party energy code inspection and testing
 - HERS Raters go through rigorous training, testing, assessment and certification process

- Are subject to rigorous quality assurance oversight and compliance complaint resolution process
 - Are experienced (over 2 million homes have been HERS rated)
 - HERS software vetted (including undergoing ASHRAE 140 modeling tests)
 - Ability to verify person is certified HERS Rater
 - Ability to verify a home's HERS Index score
- Utilities (will be coordinated through partnership with the Consortium for Energy Efficiency (CEE) Residential New Construction Initiative) Effort could be aimed at:
 - Introducing HERS Index
 - Why utilities should have confidence in HERS Raters
 - HERS Raters go through rigorous training, testing, assessment and certification process
 - Are subject to rigorous quality assurance oversight and compliance complaint resolution process
 - Are experienced (over 2 million homes have been HERS rated)
 - Ability to verify person is certified HERS Rater
 - Ability to verify person is certified HERS Rater
 - Ability to verify a home's HERS Index score
 - Why utilities should have confidence in HERS software
 - Complies with ANSI/RESNET/ICC 301 Standard
 - Are recognized in the 2018 International Energy Conservation Code
 - HERS software vetted (including undergoing ASHREA 140 modeling tests)
- Home Builders (will be coordinated with Leading Builders of America). Efforts could be aimed at:
 - HERS is logical code compliance option for builders
 - Why can trust HERS Raters
 - New tools for appraisers to value HERS Index score & builders role in process
 - Tools for builders to market their HERS Index scores
- HERS Raters Effort could be aimed at:
 - Tools for HERS Raters to gain confident of code officials
 - Tools for HERS Raters to educate appraisers on new HERS Index tool for appraisals
 - Tools for marketing their services to builders
- Consumers Effort could be aimed at:
 - What is the HERS Index
 - Why can trust HERS Rater
 - Ability to verify person is certified HERS Rater
 - Ability to verify a home's HERS Index score

RESNET Board has allocated \$116,000 for this effort. The new marketing director's first task will be to develop an implementation plan for each of the targeted groups and then develop RFPs and professional services contracts to undertake the work.

II. Representing RESNET to Membership and Strategic Partners

III. Identifying Organization and HERS Index Awareness Growth Opportunities by

Researching the Relative Needs of the HERS industry and Strategic Partners (Builders, Suppliers, Code Officials, Utilities, Contractors, HVAC Professionals, and Others)

- IV. Designing an Improved Presentation of RESNET Membership Benefits and a Marketing Plan to Grow RESNET Membership and Attract New Industry Partners**
- V. Identifying and Implementing Web-Based and Social Media Presences**
- VI. Expanding Marketing Efforts for Membership and Educational Offerings**
- VII. Overseeing Regular and Timely Communication with Members and Others**
- VIII. Oversee RESNET Web Site Content**
- IX. Other Duties as Assigned**

Necessary Skills

- Excellent verbal, written and presentation skills
- Outstanding Microsoft Office skills
- Proven ability to plan and execute strategies
- Creative and critical thinker
- Proven ability to develop, maintain and leverage critical professional relationships
- Attention to detail
- Flexible team player
- Self-starter
- Familiarity with website, database, and social media technologies and use
- Skills with Photoshop, Infographics and other related software program
- Market savvy

Experience and Education

Experience with:

- Developing and implementing marketing plans
- Developing RFPs and Managing Professional Services Contracts
- Developing infographics and social media presence
- Writing news features and other outreach efforts
- Working from home

Education: Bachelor's degree in a related field is desired.

More about the position

- Driver's license required, some travel may be required
- This is an "at will" position with a 3 month probationary period
- Paid vacation and sick leave are included
- Medical insurance coverage is a benefit provided by RESNET to its employees
- Salary and compensation commensurate with qualifications and experience

Applications

Applicants are considered for all positions without regard to race, color, creed, religion, age, national origin, alienage or citizenship status, gender, sexual orientation, gender identity, marital or partnership status, disability, military status, veteran status, or predisposing genetic characteristics. RESNET does not discriminate on the basis of physical or mental disability where the essential functions of the job can be reasonably accommodated. Determinations of requests for necessary accommodation will be made on a case-by-case basis.

Please submit a cover letter, your resume and a list of three references to Kathy Spigarelli, RESNET Deputy Director at kspig@resnet.us). Job references will not be contacted without your permission.
