



Join Our Team!

We are expanding and looking to hire.....

Director, Industry Engagement

Position: Director, Industry Engagement

Compensation: \$60,000-\$65,000 base plus commission
(\$100,000 On-Target Earnings)

Location: remote, with 20% local travel in New York State

Classification: full-time exempt

 NYSEIA
P.O. Box 1523, Long Island City, NY 11101

 (518) 288-5250  info@nyseia.org

 www.nyseia.org

OVERVIEW

New York Solar Energy Industries Association (NYSEIA) is nonprofit trade association dedicated to accelerating rooftop and community solar adoption throughout New York State. On behalf of its 230 member companies and New York's 14,000 solar workers, NYSEIA advocates for policies and programs that address barriers to solar and energy storage deployment, grow the addressable market, and expand access to solar power. We also convene solar industry stakeholders at conferences and events, and strengthen the industry through education, research, and strategic partnerships.

POSITION SUMMARY

NYSEIA is hiring a full-time Director, Industry Engagement to engage current NYSEIA members to improve retention, recruit new members, and to sell sponsorships for NYSEIA's statewide New York Solar Summit and our growing calendar of regional events. As Director, Industry Engagement you will be an integral member of the team, working hand-in-hand with NYSEIA leadership to identify and engage solar + storage companies to increase their participation and support for NYSEIA's policy efforts and events. This is not a traditional sales or business development role – it's a unique opportunity to engage solar and storage industry leaders and strengthen the industry by enlisting their support and participation. Base compensation for this role is \$60,000-65,000, and the successful candidate will also be eligible for generous quarterly bonuses based on achievement of sales and member engagement targets.

RESPONSIBILITIES



Develop and execute a member engagement and retention strategy

- Proactively engage NYSEIA's current members regarding their business, policy and NYSEIA
- Increase awareness of NYSEIA member benefits and opportunities to engage
- Personally invite NYSEIA members to participate in relevant policy committees and events
- Ensure NYSEIA has up-to-date contact information for members in our CRM, including billing contacts and key decision-makers



Develop and execute a new member recruitment strategy

- Identify prospective members through market research and analysis of public data sets
- Generate leads by attending conferences, trade shows and other industry events
- Engage prospective NYSEIA members and schedule meetings with NYSEIA policy staff
- Methodically follow up with prospective members
- Secure membership commitments and initiate the new member onboarding process



Recruit sponsors and exhibitors for NYSEIA's New York Solar Summit in Albany and our regional events on Long Island, in NYC and in Western New York



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Grow NYSEIA's member and nonmember email lists by adding contacts to NYSEIA's CRM



Track all significant member engagement, sponsorship and recruitment activities in NYSEIA's CRM



Communicate the value of NYSEIA and the importance of our advocacy to diverse stakeholders, including senior executives, entry-level staff and the public



Provide ad hoc member services by addressing member inquiries and support "all hands on deck" efforts, such as NYSEIA events

REQUIREMENTS

- New York State resident
- Valid driver's license and ability to travel 20% of the time
- Bachelor's degree (additional relevant work experience is an acceptable substitute)
- At least 2-4 years of experience in sales, marketing or business development
- At least 2 years of experience in the solar industry, and a working knowledge of trends and key drivers of the rooftop and community solar industry
- Strong communication skills and comfort approaching and engaging with current and prospective members via phone calls, email, Zoom meetings, and in-person meetings
- Ability to make sales with individuals of varying seniority at all types of companies, including nonprofits, startups, small shops and large publicly traded companies
- Strong computer skills, including email, Microsoft Office Suite (Excel, PowerPoint, Word), Google Suite, Zoom and CRM
- Excellent verbal and written communication skills
- Highly organized, good time management skills, and ability to manage multiple deadlines and prioritize
- Team player that works effectively and respectfully with colleagues; an ability to receive and incorporate feedback is key
- Passion for clean energy, collaborative spirit, and a sense of humor

COMPENSATION AND BENEFITS

This position offers a base salary of \$60,000-\$65,000 per year plus quarterly commission based on performance. On target earning for this role is \$100,000 per year with no cap on commission and room to grow. NYSEIA also offers full-time employees 11 paid company holidays, 15 days of flexible PTO, a 4% employer retirement contribution (no employee contribution required) and health insurance via a Qualified Small Employer Health Reimbursement Arrangement. This is a full-time remote position, and NYSEIA reimburses work travel and home office expenses.

Application Process

Interested applicants should apply via email to info@nyseia.org with "Director, Industry Engagement" in the subject line. Please submit a resume and a cover letter outlining your qualifications and interest in the role. Applications without a cover letter will not be considered. Additional information on NYSEIA is available at www.nyseia.org.



NYSEIA is an equal opportunity employer and does not discriminate in hiring or employment on the basis of race, color, religion, national origin, gender identity, marital status, sexual orientation, age, disability, veteran status, or any other characteristic protected by federal, state, or local law.