

**To: Green Energy Ohio Community**  
**From: Donald Scherer, Chair,**  
**Executive Director Search Committee**  
**Date: March 3, 2017**  
**Subject: Search for GEO Executive Director**

After over 16 years of outstanding and dedicated leadership and service, Bill Spratley recently announced his upcoming retirement from his position of Executive Director of the statewide, non-profit Green Energy Ohio. After the 17<sup>th</sup> Annual Meeting to be on May 4, 2017 in Columbus, Ohio, he will retire on May 31, 2017. During his tenure, Green Energy Ohio has received wide recognition in offering outstanding programs and publications in clean energy education, including the nation's largest solar tour (GEO Tour) and informative programs and research on solar, wind, energy efficiency across Ohio. Bill and the dedicated staff of GEO, together with its talented volunteers provide the non-profit's outstanding work and we cannot thank Bill and this entire group enough for their commitment, vision and pursuit of excellence that have shaped Green Energy Ohio in so many positive ways.

A Green Energy Ohio Board-appointed Search Committee is leading the efforts to identify a qualified successor. The Committee has developed a comprehensive job description outlining the detailed responsibilities of the Executive Director position. This position involves managing all of the operations of the 501(C)(3) non-profit, including program and publication development, outreach programs, finances, membership and the administration of a four-person staff. This announcement begins the formal process of identifying potential candidates.

A detailed job description that outlines key responsibilities of the Executive Director position, as well as our preferred qualifications, can be accessed at this link: [www.greenenergyoh.org](http://www.greenenergyoh.org) also shown below at pages 3 to 5.

We don't expect that applicants will necessarily meet all these criteria, but we want you to have as comprehensive a view as possible of the different skills it takes to manage the varying elements of the non-profit.

We ask you to review this information. If interested, please consider submitting your application for the position. In addition, please send it along to any others who you think might be interested in the position or who might know of other qualified candidates. Applicants are encouraged to send their cover letter, resume, and salary requirements to our Search Committee at the [hr@greenenergyohio.org](mailto:hr@greenenergyohio.org) email address on-line. Also, please send any suggestions you have of potential candidates and the Committee will contact

them to gauge their interest. All inquiries and applications will be held in the strictest confidence.

We would like all applications to be submitted by March 31, 2017, in order to begin candidate interviews in April, leading to a final recommendation to the Board of Directors by late April. Bill has committed to stay with Green Energy Ohio through our Annual Meeting on May 4, 2017, and we expect to introduce our new Executive Director to the broader Green Energy Ohio community at that time.

We appreciate your help in spreading the word about this exciting and important opportunity. GEO's community covers all Ohio, and the Search Committee is confident that some of our best leads for talented candidates will come from the GEO community or through your network of contacts.

Thanks for your support. The Committee members and I look forward to your applications, thoughts, and suggestions.

**Donald Scherer**  
**Chair, GEO Board Search Committee**  
[hr@greenenergyohio.org](mailto:hr@greenenergyohio.org)

## **Job Description – Executive Director, Green Energy Ohio**

### **Organization**

*Green Energy Ohio (GEO) is dedicated to promoting environmentally and economically sustainable energy policies and practices in Ohio.*

The not-for-profit organization is involved with development of renewable energy (solar, wind, biomass & low-impact hydro), energy efficiency and interconnection strategies statewide. It acts as a clearinghouse to inform Ohioans on policies, trends, issues and development opportunities. GEO facilitates relationships between energy service providers, project developers, researchers, government leaders and community stakeholders to establish policies, programs, products and services.

The use of solar energy is advanced in the Ohio Solar Tour each October and by publications and information from GEO as Ohio's Chapter of the [American Solar Energy Society \(ASES\)](#). Work continues with GEO's sponsorship of accredited solar photovoltaic installation workshops.

Wind power is promoted for small-scale (residential and commercial) and utility-scale sites. The organization provided assistance and support for commercial wind turbines connected to the power grid via the American Municipal Power – Ohio (AMP - Ohio) wind farm at Bowling Green, Ohio and provided the first and only large-scale wind testing project on the Great Lakes at the Cleveland Ohio Municipal Water Intake on Lake Erie.

The organization conducts policy and technology development conferences that bring together local governments, industry leaders and community stakeholders to explore current development and implementation trends, regulatory and finance strategies aimed at establishing projects in communities. Additional workshops are conducted to help farm, small business and residential energy consumers apply renewable technologies and energy efficiency measures as effective tools to control their energy costs.

GEO also supports adoption of green power programs in which Ohioans can purchase natural gas and electricity generated by renewable resources as part of their daily energy consumption.

More information can be found on our website at <http://www.greenenergyoh.org/>.

### **Position**

The Executive Director will have overall strategic and operational responsibility for GEO's programs, expansion, and execution of its mission; this includes development of core programs, operations, and business plans. This person will report directly to the organization's Board of Directors.

Commensurate with applicant's experience the position is considered part-time (20 hours) up to full-time (40 hours). Salary is based on a combination of an hourly rate and annual performance bonus.

## **Responsibilities**

### **Leadership & Management:**

- Ensure ongoing local program excellence, evaluation, and consistent quality of finance and administration, fundraising, communications, and systems; recommend timelines and resources needed to achieve the strategic goals.
- Actively engage and energize GEO volunteers, members, event committees, partnering organizations, and funders.
- Develop, maintain, and support a strong Board of Directors: serve as ex-officio of each committee, seek and build board involvement with strategic direction for both ongoing local operations as well as collaboration on regional, state and national projects.
- Lead, coach, develop, and retain GEO's employees. Ensure effective systems to track scaling progress, and regularly evaluate program components, so as to measure successes that can be effectively communicated to the board, funders, and other constituents.

### **Fundraising & Communications:**

- Manage revenue generating and fundraising activities to support existing program operations and expansion while simultaneously retiring debt.
- Deepen and refine all aspects of communications—from web presence and GEO Magazine publication to external relations with the goal of creating a stronger brand.
- Use external presence and relationships to garner new opportunities.

### **Planning & New Business:**

- Design and complete the strategic business planning process aimed at program expansion into new markets and opportunities.
- Build partnerships in new markets; establish relationships with funders, local government and community stakeholders.
- Be an external presence that publishes and communicates program results with an emphasis on the successes of organization programs as a model for local, state and national replication.

## **Qualifications**

The Executive Director will be thoroughly committed to GEO's mission. All candidates should have proven leadership, coaching, and relationship management experience. Concrete demonstrable experience and other qualifications include:

- Management Experience - A track record of effectively leading and scaling a performance- and outcomes-based organization and staff; ability to point to specific examples of having developed and operationalized strategies that have taken an organization to the next stage of growth.
- Organizational Leadership Skills - The ability to coach staff, manage, and develop teams, set and achieve strategic objectives, and manage a budget.
- Corporate Governance - Success working with a Board of Directors with the ability to cultivate existing board member relationships.
- Strong marketing, public relations, grantsmanship and fundraising experience with the ability to engage a wide range of stakeholders and cultures.
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills.
- Self-directed, entrepreneurial, adaptable, supports collaboration and is familiar with an innovative approach to business planning.

### **Personal Qualities**

- Decisiveness and a willingness to take appropriate business risks, identify opportunities, take initiative, as well as be adaptable and resilient.
- Interest and willingness to work closely with green energy business leaders, service providers, government leaders, community stakeholders and volunteers.

### **Other**

- Minimum of an Associate and/or Bachelors in business management, communications and/or public policy preferred.
- Willingness to travel regionally and nationally.

### ***Green Energy Ohio is an Equal Opportunity Employer***

All Applications will be held in the strictest confidence. Please send resume and salary requirements to the email: [hr@greenenergyohio.org](mailto:hr@greenenergyohio.org) for review and consideration by the GEO Board Search Committee.