



Director of Market Development

Location: Hybrid – Boston, MA

About Us

Established in 1998, PowerOptions is New England's largest not-for-profit, energy-buying consortium that empowers other nonprofits and public entities to reduce their carbon footprint, energy complexities and cost with our suite of offerings. PowerOptions' vision is to create a future of affordable, sustainable and reliable energy for all nonprofits! We do this by acting as a trusted advisor and resource to nearly 500 Member organizations across Massachusetts, Rhode Island and Connecticut.

PowerOptions brings our Members a comprehensive suite of offerings to meet their energy needs including, but not limited to:

- Electricity and natural gas supply
- Cleaner energy alternatives
- Electric transportation equipment and services
- Energy efficiency projects and financing, and
- Energy sustainability planning

As a nonprofit ourselves, we are a mission-driven and deeply committed team that is passionate about meeting our Members' energy sustainability needs. Our Members, in turn, can put more focus on their missions and communities, which often include supporting low-income and disadvantaged populations.

Director of Market Development Role

PowerOptions is seeking a Director of Market Development. The Director of Market Development represents a key role on the leadership team. This individual will report to the CEO and interface with the entire organization internally and will be a key leader with externally-facing engagements.

The Director of Market Development will be responsible for researching new markets, developing and fostering stakeholder relationships, policies, and third-party funding opportunities to increase revenue through both new programs and existing offerings. The Director of Market Development will work closely with the Director of New Program Development, and will serve as a thought leader for the creation of new programs and services to best serve the needs of PowerOptions members. The ideal candidate will have a deep understanding of the energy industry, local, state, and federal policy levers, innovative technologies, and market trends. They will be instrumental in translating this knowledge to PowerOptions staff, members and stakeholders to facilitate development in new markets.



Responsibilities

This list of responsibilities is not all-inclusive and may be expanded as organizational needs and goals evolve:

- Analyze existing programs, customer data and feedback to determine areas for improvement in existing program business models, and opportunities for expansion into new markets and programs.
- Identify ideas for new programs by listening to members, watching industry trends and by consulting with PowerOptions staff, management and Board members.
- Market research and analysis: Conduct in-depth market research and analysis to identify emerging trends, competitive landscape, and member needs. Stay abreast of industry developments, policy changes, and market dynamics to inform decision-making and shape market development strategies.
- Develop and execute market development strategies: Lead the formulation and implementation of comprehensive market development plans to drive the growth of existing and new programs. Identify key target markets, assess market potential, and devise strategies to penetrate new geographies.
- Assist in the development of business cases for new programs and create detailed implementation plans in consultation with PowerOptions' Programs & Services and Marketing, Education & Communication staff.
- Build and develop strategic partnerships and business opportunities: Identify and cultivate strategic partnerships with key stakeholders, including government agencies, non-profits, technology providers, and philanthropic funders. Collaborate with cross-functional teams to develop strategic alliances, partnerships and other market development opportunities.
- Regulatory and policy advocacy: Monitor regulatory frameworks and policies related to renewable energy at regional, national, and international levels. Engage with policymakers, industry associations, and other relevant stakeholders to advocate for favorable policies and create an enabling environment for renewable energy market growth.
- Market intelligence and forecasting: Gather and analyze market intelligence, including customer insights, competitor analysis, and market trends. Develop accurate market forecasts and projections to guide strategic decision-making and resource allocation.
- Team leadership and collaboration: Provide strong leadership and mentorship to a team of market development professionals. Foster a collaborative and high-performance culture, align team goals with organizational objectives, and ensure effective cross-functional collaboration.
- Stakeholder engagement and thought leadership: Represent the company at industry conferences, events, and meetings with stakeholders. Establish the company's presence as a thought leader in the renewable energy space through presentations, publications, and participation in industry forums.

Requirements

- Demonstrated success in driving market growth and expanding business opportunities.
- Strong understanding of energy technologies, market dynamics, and regulatory frameworks.



- Excellent analytical skills with the ability to interpret complex data and translate it into actionable insights.
- Exceptional communication and negotiation skills to build and maintain relationships with diverse stakeholders and partners.
- Strategic mindset and the ability to think creatively and develop innovative solutions.
- Strong leadership abilities with a track record of effectively leading and motivating teams.
- Ability to thrive in a fast-paced, dynamic environment and adapt to evolving industry trends.
- Bachelor's degree in business administration, economics, engineering, or a related field. A Master's degree is preferred.
- Proven experience (8+ years) in market development, business development, or strategic planning within the renewable energy industry.

Benefit of Joining Our Team

- Competitive and equitable salary and performance incentive compensation
- Robust health & dental coverage with high deductible reimbursement
- Plentiful PTO
- Paid parental leave
- Professional development annual stipend
- Work with passionate, collaborative, dedicated and supportive coworkers
- Regular outings and team events
- Rewarding mission-driven work
- Opportunity to work remotely

Commitment to Diversity

PowerOptions was founded in order to serve the needs of under-resourced communities and is proud to be a woman-led, small nonprofit organization. We are committed to equity and inclusion, not just in the work we do to foster energy justice, but in how we grow as an organization and as an industry. We seek to have a diverse team to ensure we incorporate all perspectives, while offering opportunities for marginalized communities in the energy industry.

PowerOptions is an equal opportunity employer. We hire, train, compensate, and promote without regard to race, religion, gender identity or expression, sexual orientation, disability, age, national origin, genetics, veteran status, or any of the other characteristics that give each of us a unique perspective and capacities.

How to Apply

Applications will be reviewed in the order they are received. Complete applications must include a cover letter and a current resume with a link to your LinkedIn profile. Send your application to: **jobs@poweroptions.org** with the subject heading: **Director of Market Development.**