

## **Communications Director**

The Clean Coalition seeks a full-time Communications Director, based in the San Francisco Bay Area, to lead communications efforts that build support for local renewable energy among electric policymakers, utilities, Community Choice Aggregation (CCA) entities, municipalities, property owners, and other key stakeholders. Ideal candidates will have proven success in creating, implementing, and monitoring an overall communications strategy at a policy-oriented nonprofit in the renewable energy sector and in developing collateral from technical sources that are suitable for general audiences. Management experience and knowledge of renewable energy policies, technologies, and business models is important, particularly with respect to the state-of-the-art in California. The role reports to the Clean Coalition's Executive Director and requires an entrepreneurial spirit, innovative thinking, and a strong work ethic.

Only candidates who already reside in the San Francisco Bay Area or who are ready to relocate themselves in a timely fashion will be considered. Much of the Communications Director's work can be done from a home office, but there will be regular, in-person meetings and events throughout the San Francisco Bay Area. The start date for this position is as soon as possible.

### **About the Clean Coalition**

The Clean Coalition is a nonprofit organization whose mission is to accelerate the transition to renewable energy and a modern grid through technical, policy, and project development expertise. The Clean Coalition drives policy innovation to remove barriers to procurement and interconnection of distributed energy resources (DER) such as local renewables, energy storage, and demand response. The Clean Coalition also establishes programs and market mechanisms that realize the full potential of integrating these solutions. In addition to being active in numerous proceedings before state and federal agencies throughout the United States, the Clean Coalition collaborates with utilities (and other Load Serving Entities) and municipalities (and other jurisdictions) to create near-term deployment opportunities that prove the technical and economic viability of local renewables and other DER.

### **Job Responsibilities**

- Develop and execute a communications strategy to advance the Clean Coalition's policies and initiatives.
- Coordinate across the Clean Coalition team to effectively communicate the organization's work and impact to external audiences through press releases, op-eds, webinars, newsletters, and in-person presentations.

- Sustain existing media relationships, and develop new relationships with reporters and editors at key media outlets to secure greater visibility for the Clean Coalition's work.
- Lead a redesign of the Clean Coalition website to make it a better resource for policymakers, communities, utilities, CCAs, and philanthropists.
- Manage and mentor the Communications Manager, who has primary responsibility for our email marketing, quarterly newsletters, creating content, designing collateral, coordinating speaking engagements for senior staff, and managing our digital platforms, including our social media channels and website.
- Produce white papers and other collateral.
- Edit reports, monthly blogs, and other deliverables for government contracts.
- Support the development of proposals to secure government and foundation grants.

### **Minimum Requirements**

- Excellent writing, editing, and presentation skills.
- Experience writing and placing press releases and op-eds in national and energy industry publications.
- Proven ability to effectively communicate complex subject matter with both technical and general audiences.
- Strong knowledge of renewable energy issues, particularly around distributed generation, and an understanding of key actors in the sector.
- Proven track record of reaching target audiences through the successful execution of strategic communications and marketing campaigns.
- Extraordinarily well organized, self-directed, and able to manage a wide variety of responsibilities.
- Success coordinating among a variety of staff and collaborators and also managing direct reports.
- Relationship builder with the flexibility and finesse to influence decision-making.
- Proficiency with Microsoft Office, Adobe Acrobat, and Constant Contact or other email marketing software, as well as website content management systems, preferably WordPress.

### **Preferred Experience**

- Pitching stories about renewable energy and securing coverage in high-visibility media outlets.
- Creating or managing the development of graphics and/or infographics.
- Ensuring consistent messaging across a virtual organization.
- Designing and managing data-driven digital communications campaigns.

- Collaborating with diverse team members and other stakeholders, often in a virtual manner.
- Creating compelling infographics around technical concepts.
- Working with Google Docs and Salesforce.

**Application Process**

Please send an email with the following three attachments: cover letter, resume, and two original writing samples (a press release or op-ed required and also something with a graphic preferred) to [john@clean-coalition.org](mailto:john@clean-coalition.org). The email subject line should read “Communications Director – {your name}”, and the email should indicate how you became aware of this opportunity.