

## **Communications Director — Santa Barbara, CA**

The Clean Coalition seeks a full-time Communications Director, **based in Santa Barbara, California**, to lead our communications efforts. The ideal candidate will have renewable energy experience, possess excellent writing skills, and have proven success in these key areas:

- Creating and implementing an overall communications strategy at a nonprofit in the renewable energy sector.
- Developing media and collateral pieces from technical sources that are suitable for general audiences.
- Connecting with philanthropic funding sources, including foundations, family offices, Donor Advised Fund (DAF) principals, and high net worth individuals.

This role reports to the Clean Coalition’s Executive Director and requires an entrepreneurial spirit, innovative thinking, and a strong work ethic.

Much of the Communications Director’s work will be performed from a home office, but regular in-person meetings and events throughout the Santa Barbara area will be required, with occasional travel requirements, mostly throughout California.

**Unless nearly perfectly matched, only candidates who already reside in Santa Barbara or who are ready to relocate in a timely fashion will be considered.**

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 and program innovation to remove barriers to procurement and interconnection of distributed energy resources (DER) — such as local renewables, energy storage, demand response, advanced inverters — and works to establish market mechanisms that realize the full potential of integrating these solutions. The Clean Coalition collaborates with load-serving entities and municipalities 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 and to build support for our work among policymakers, philanthropic funders, municipalities, property owners, utilities, Community Choice Aggregators (CCAs), and other key stakeholders.

- 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 earned media that provides visibility for the Clean Coalition's work.
- Manage the Clean Coalition's email marketing, quarterly newsletters, content and collateral, speaking engagements, and digital platforms, including our social media channels and website.
- Write and edit reports, blog posts, and other deliverables for government contracts.
- Connect with philanthropic funding sources, including foundations, family offices, Donor Advised Fund (DAF) principals, and high net worth individuals.

### **Minimum Requirements**

- Excellent writing, editing, and presentation skills.
- Proven ability to effectively communicate complex subject matter with both technical and general audiences.
- Proven track record of reaching target audiences through the successful execution of strategic communications and marketing campaigns.
- Experience writing and placing press releases and op-eds in national and energy industry publications.
- Strong industry knowledge around renewable energy issues, particularly in relation to local renewables.
- Extraordinarily well organized, self-directed, and able to manage a wide variety of responsibilities.
- Proven success coordinating among a variety of staff and collaborators and also managing up to several direct reports, including in a matrixed fashion.
- Proficiency with Microsoft Office, Adobe Acrobat, the suite of Google's cloud-based tools, Constant Contact or other email marketing software, and 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 compelling graphics and infographics that clearly illustrate complex topics.
- Ensuring consistent messaging across a virtual organization.
- Designing and managing data-driven digital communications campaigns.
- Collaborating both virtually and in person with diverse team members and other stakeholders.
- Connecting with philanthropic funding sources, including foundations, Donor Advised Fund (DAF) principals, and high net worth individuals.

**Application Process**

Please send, in a single attachment, a cover letter, your resume, and two original writing samples (such as press releases, op-eds, and blog posts; content with graphics preferred) to [craig@clean-coalition.org](mailto:craig@clean-coalition.org). The email subject line should read “Communications Director — [your name].” In the body of the email, please indicate how you became aware of this job opportunity.

*The Clean Coalition provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics.*