

Communications Manager

Organization: **Clean Energy Coalition**
Status: **Regular/Full-time**
Location: **Ann Arbor, MI**
Reports To: **Manager of Development & Marketing**
Salary: **Commensurate with Experience**
Filing Dates: **Position Open Until Filled**

Job Summary

Clean Energy Coalition, a nimble, entrepreneurial, rapidly growing, and dynamic 501(c)3 nonprofit organization based in Ann Arbor, Michigan, seeks an energetic and committed Communications Manager to develop and implement marketing, communications, and outreach strategies. This team member will perform the planning, implementation, and evaluation of Clean Energy Coalition's various outreach efforts. Experience with outreach through social media is required. A background in event management and design software preferred. The Communications Manager works closely with Clean Energy Coalition's three teams – Mobility, Structures, and Community – and under the guidance of the Manager of Development & Marketing. The winning candidate will demonstrate a proven ability to develop smart messaging strategies and content in collaboration with other team members within a short turnaround time.

Qualifications

- Master's degree in communications, computer sciences, public relations, business and marketing, public administration, or related area a plus, but not required.
- At least five years of demonstrated experience in an organizational communications setting with hands-on experience in public relations, communications strategy, marketing, and/or nonprofit management.
- Demonstrated organizational and leadership skills.
- A proactive approach to task management and demonstrated ability to anticipate and prevent problems.
- Self-starter, very detail-oriented, enthusiastic, innovative, capable of meeting challenges and deadlines, and comfortable working in a small, flexible, and collaborative environment.
- Team player with trouble-shooting and exceptional multi-tasking skills.
- Superior written and verbal communication skills including strong writing, proofreading, and copy editing skills.
- Ability to delegate responsibilities effectively.
- Commitment to energy / environmental issues and organizational mission.
- Strong judgment and discretion in dealing with sensitive information.
- Solid computer skills including proficiency in using basic Microsoft and/or similar software products such as word processing, spreadsheet, presentation, email, web, database applications, and capacity to work in Mac OS environment.
- Graphic design and/or web video editing and posting skills a plus.

Job Duties & Responsibilities

- Lead Clean Energy Coalition's written communication materials including monthly e-newsletter and weekly website and social networking updates to ensure that new and consistent information (article links, stories, events) are posted regularly.
- Assist other Clean Energy Coalition staff as requested in the creation of fact sheets, press releases, presentations, promotional materials, and grant proposal review.
- Distribute organizational press releases and follow up with media.
- Develop, maintain, and post the organization's internal and external event calendar.



- Mentor Clean Energy Coalition staff in strengthening their writing and communications skills.
- Create community outreach programs and events to educate others on Clean Energy Coalition services and clean energy issues.
- Maintain and expand the organization's communications database.
- Research and implement new avenues for creative marketing techniques.
- Lead and implement community meetings and events, media events, webinars, and others:
 - Define agenda, timeline, and logistics.
 - Create and manage budget.
 - Negotiate with vendors to obtain quotes and contracts.
 - Serve as contact person to oversee registration process, management of payment, and reimbursement for registration cancellations.
 - Successfully market the event.
 - Assist in drafting and submitting of grant proposals and sponsorship solicitations to support outreach activities.
 - Facilitate travel, hotel, meal, and all other vendor relationships and expenditures related to the event.
- Lead recruitment of organization's outreach volunteers and interns.
- Develop and implement the organization's emergency communications plan.
- Coordinate all outreach activities with relevant Clean Energy Coalition staff.
- Lead staff education and enforcement of the Clean Energy Coalition style guide to ensure all outreach is in alignment with brand and image.
- Oversee work performed by graphic design, public relations, and other contractors.
- Support implementation of annual staff training and team building event schedule and activities.
- Conduct ongoing evaluation of external communications and events to gauge effectiveness.
- Implement, update, and revise the organization's marketing plan.
- Attend community forums, meetings, and events, and make individual and public presentations on Clean Energy Coalition's mission, services, and needs when necessary.
- Support donor relations and fundraising efforts.
- Participate in all required and relevant activities of the organization's Business Operations team.
- Act as a spokesperson for Clean Energy Coalition.
- Assist with recruiting applicable staff, interns, and volunteers as needed.
- Perform other duties as assigned and collaborate with other staff on work as needed.

Salary & Benefits

- Commensurate with experience.
- Competitive benefits package.

Application Details

- This position is open until filled.
- **No phone inquiries please.**
- Clean Energy Coalition is an equal opportunity employer committed to diversity and consideration of all applicants for all positions without regard to color, ethnic background, religion, sex, gender identity, sexual orientation, national origin, age, and disability status.
- Qualified individuals should electronically submit a cover letter, resume, writing sample, and professional references addressed to Sean Reed, Executive Director: reed@cec-mi.org