



1111 19th Street NW Suite 406
Washington, DC, 20036

www.ElectrificationCoalition.org

Job Description: Electrification Coalition Communications Director

Join our team!

We are seeking an experienced, passionate, and innovative communications professional to lead a small but growing communications team for a leading nonprofit organization dedicated to the electrification of the U.S. transportation sector.

The Communications Director plays a central role in advancing the Electrification Coalition's mission, supporting programmatic goals, driving external visibility, building our influence, and positioning us as a thought leader on transportation electrification. As the Communications Director, you will support our cross-programmatic work on transportation electrification policy and implementation programs. You will support the teams working to advance policies and actions at the federal, state, and local levels to accelerate the widespread adoption of electric vehicles and development of charging infrastructure across the United States.

In this position, you will apply your experience in developing and executing strategic communications plans, branding, digital marketing and outreach strategies, media relations, campaign planning, and content development. You will coordinate all communications work to meet the needs of a growing number of projects and programs, identify and execute strategic communication opportunities, and overseeing the organization's brand and identity.

What you'll do:

- Develop and implement a comprehensive communications strategy that increases visibility for the EC's goals and mission; provide organization-wide leadership on communications strategy for all projects and initiatives.
- Define and lead the EC's communications priorities to expand the organization's impact.
- Lead external communications for the organization, including media relations, social media, website management, proactive storytelling, stakeholder engagement, and publication of reports and outreach materials; ensure that all external communications are conducted in a unified, consistent voice.
- Advance the EC's organizational visibility through media engagement, message development, thought leadership, events, and publications.
- Collaborate closely with our campaigns and policy teams to develop integrated communications and advocacy initiatives, including digital marketing campaigns and product launches.
- Direct a small but growing communications team to achieve programmatic and project goals and meet critical deadlines; hire and manage team members and support their professional growth; be a strong mentor to direct reports and colleagues throughout the EC.

- Direct the work of outside contractors who provide services such as website development, digital tool development, graphic design, social media campaigns, and digital advocacy.

Who you are:

- 8+ years of experience in communications, branding, media, and/or marketing. BA, BS, or MA degree in a relevant field is desired; relevant work experience in lieu of degree is accepted.
- Demonstrated expertise in increasing visibility for organizations and executives; experience working in a nonprofit or government agency environment with multiple internal and external stakeholders and partners.
- Expertise developing and executing media strategies across mainstream media, trade publications, and social media; solid understanding of the national media landscape, with experience in media pitches, op-ed placement, message development, and relationship building with key reporters. Existing relationships are a bonus.
- Unparalleled writing and editing skills that can adapt to a variety of formats and products, including web content, press releases, press statements, op-eds, reports, fact sheets, and social media posts.
- Excellent project management skills, including demonstrated oversight of publication processes and digital product development.
- Knowledge of how to launch and direct online initiatives, such as new or significantly upgraded websites and integrated marketing campaigns; proven hands-on experience delivering multi-channel strategies, delivering against defined KPIs; comfort with multiple CMS platforms.
- Thoughtful, kind, enthusiastic, collaborative, creative, strategic, and able to work in a fast-paced environment; able to juggle multiple projects and work under pressure.
- A passion for transportation, environmental sustainability, energy policy, and/or energy security.

Compensation

The EC offers a competitive salary and benefits package. The salary for this position is \$85,000 to \$120,000, based on experience and geographic location.

Benefits:

- Health insurance (medical, dental, and vision coverage)
- Short-term & Long-term disability
- Retirement Plan (401k/Roth offered) with matching program
- Life insurance
- Flexible Spending Account
- Paid time off (PTO)
- Cell Phone Allowance

Application Instructions

To apply please submit a resume, cover letter, and any available portfolios or samples of work to afreyschlag@electrificationcoalition.org with subject “Communications Director”.

About The Electrification Coalition

The Electrification Coalition (EC) is a national, nonpartisan, nonprofit organization that advances policies and actions to accelerate widespread deployment and adoption of electric vehicles. For more than a decade, the EC and its sister organization SAFE have sought to reduce our nation’s dependence on oil – which supplies 90 percent of the energy used to power our transportation system.

The EC has executed groundbreaking initiatives in transportation electrification, including our work on behalf of the Bloomberg American Cities Climate Challenge, the award-winning Climate Mayors EV Purchasing Collaborative, the Smart City Challenge, and numerous other projects and programs. The EC advances a broad suite of policies and initiatives at the federal, state, and local levels to effect a historic transformation of the U.S. transportation sector.

The EC is an equal opportunity employer. We are committed to diversity and to an inclusive environment for all employees. We encourage job seekers of all backgrounds to apply.

COVID-19 Considerations

The EC follows CDC guidance and requirements to identify COVID-19 exposure risks and take appropriate steps to prevent exposure and infection.