



Clean Virginia

Job Announcement: Communications Director

Clean Virginia is an independent advocacy organization with an associated Political Action Committee, Clean Virginia Fund. Clean Virginia works to fight corruption in Virginia politics in order to promote clean energy, a robust, competitive economy and community control over our energy policy. We are motivated by the core belief that our democracy should serve the interests of citizens over special interests and our energy policy should be a vehicle for social and economic justice in this country, not a driver of climate change, environmental degradation, inequality and political disenfranchisement. Clean Virginia is working towards these goals in three ways: first, we design innovative campaigns to inform the public about the harmful impacts of legalized corruption in Virginia and organize communities to promote energy democracy. Second, we engage in innovative research to advance the next generation of energy policy in Virginia. Third, we support Delegates, state Senators, and candidates for Virginia's General Assembly who refuse donations from publicly regulated electric monopolies.

About Us: We are a small team of dedicated people headquartered in Charlottesville, Virginia. We are a highly collaborative staff, and we lean on the collective experience, knowledge and skills of our team and cultivate interpersonal trust and open communication.

Clean Virginia is committed to a just, representative and inclusive working environment. All interested individuals, particularly people of color, women, persons with disabilities, and persons who are LGBTQ are urged to apply.

Job description

Communications Director

The Communications Director holds primary responsibility for developing and coordinating Clean Virginia's communications across multiple platforms. The ideal candidate will be a big-picture thinker and an experienced storyteller capable of designing narrative arcs to communicate Clean Virginia's values and vision to legislators, journalists and the public. At the same time, the Communications Director will have the policy chops to distill complex issues into public information campaigns that galvanize Virginians around the issues of monopoly corruption and utility reform. The Communications Director will develop earned and digital media strategies and maximize the use of marketing tools, including print and digital media. S/he/they will work closely with journalists to deliver Clean Virginia's government accountability and clean energy messaging and engage constituencies and donors. S/he/they will work closely with the Political Director and Policy and Research Director and reports to the Executive Director.

Duties and responsibilities

- Develop messaging, communications plans and media training for Clean Virginia's priority issue campaigns.
- Work with the Clean Virginia team to determine the digital scope of Clean Virginia's various campaigns and activities.
- Draft written communications materials including press releases, website language, etc.
- Secure local, regional, and national earned media for Clean Virginia's initiatives and serve as Clean Virginia's liaison to members of the press.
- Manage digital communications for Clean Virginia, including social media accounts and websites.



- Translate complex ideas into easily digestible and socially shareable messages using graphics and video.
- Develop suites of branding standards for digital projects—including websites, social media campaigns and everything in between.
- Collaborate with web developers to build user-friendly web platforms.
- Recruit, train, and supervise interns in the Communications department.
- Develop budgets and manage vendors and contracts for communications services.
- Ensure Clean Virginia’s values of equity, diversity and inclusion are centered in our messaging.
- Perform other duties as assigned.

Qualifications

- Bachelor’s degree in a relevant field.
- 2-4 years professional experience with political campaign organizing, public relations, fundraising, project management and/or advocacy required.
- Excellent writing skills with a knack for online communications and messaging.
- A collegial and collaborative work style, a strong work ethic, an enthusiastic attitude, and a sense of humor are essential. Superior communication and interpersonal skills are a must.
- Required proficiency with social media platforms such as Facebook, Twitter, and Instagram, and required proficiency in G-Suite and Microsoft Office.
- A flexible approach to work, with a willingness to travel as needed and participate in occasional programming after typical business hours.
- Strong demonstrated interest in government transparency, clean energy and the mission of Clean Virginia.

Compensation/benefits

Clean Virginia offers competitive salary package commensurate with skills and experience plus excellent benefits that include medical, dental, and vision coverage, and a retirement savings 401(k) plan.

How to Apply

Please send your resumé, cover letter and a writing sample of no more than 500 words to info@cleanvirginia.org by December 21, 2018. Please consolidate all materials into a single PDF or Word document.