



# Clean Virginia

## Job Description: Communications Manager

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**Clean Virginia is an independent and bipartisan advocacy organization with an associated Political Action Committee that wants Virginians to pay fair prices for clean, renewable energy and believes that a more ethical and transparent state government is key to achieving that goal.** The Clean Virginia team is motivated by a vision of Virginia in which power is distributed more equitably so that all Virginians benefit from a government and energy system that prioritizes people and the planet over corporate monopoly profit.

Clean Virginia is working towards this vision in three ways:

1. Work with a broad movement to engage the public about the harmful impacts of corruption in Virginia and organize communities to promote good governance and energy reform.
2. Engage in innovative research to advance the next generation of energy policy in Virginia.
3. Support Delegates, State Senators, and candidates for Virginia's General Assembly and Executive Branch who share a principled stance of refusing contributions from publicly regulated utility monopolies through Clean Virginia Fund, Clean Virginia's Political Action Committee.

This position is in Virginia. While we prefer a candidate who is located in Charlottesville or Richmond, we are open to the right candidate who lives in another nearby area in Virginia. Regular travel — typically weekly — to our headquarters in Charlottesville will be required.

**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 believes a staff that reflects the Commonwealth's diversity is central to our organizational goals of advancing clean governance and an equitable clean energy transition in Virginia. We are committed to 1) building an inclusive team at Clean Virginia in which diversity is deeply appreciated for its ability to strengthen teams, 2) fostering a welcoming work environment in which everyone feels safe, respected, and valued, and 3) offering equitable employment policies and benefits.

**Application Instructions:** The Spark Mill is conducting Clean Virginia's Communications Manager search. The Spark Mill is a Consulting Firm that supports organizations through change, champions diversity, equity, and inclusion while supporting agencies with strategic planning initiatives, change management, and people operations.

**Please submit a resume, cover letter, and three references to [jobs@thesparkmill.com](mailto:jobs@thesparkmill.com) by Friday, March 3rd.** We will not contact references until later in the hiring process, and not without your permission.

*Clean Virginia is committed to a just, representative, and inclusive working environment and encourages people of color, women, persons with disabilities, and persons who are LGBTQ to apply.*

### Job Description

#### Communications Manager

The Communications Manager will be responsible for leading the development and distribution of engaging content to promote Clean Virginia's mission of clean energy and clean governance. They will develop our communications, marketing, content, and media strategy, write and disseminate engaging publicity material, manage Clean Virginia's website and social media accounts, and respond to inquiries from the public and media in coordination with organizational spokespeople and experts. They will collaborate closely with the Advocacy and Organizing Manager on content creation for Clean Virginia's priority audiences and to achieve campaign goals. They will maintain relationships with contractors, vendors, and other third parties needed to complete projects.

This position works closely with the entire Clean Virginia team and reports directly to Clean Virginia's Deputy Director. It requires a willingness and ability to travel around the state and work outside of traditional hours as necessary.



## Duties and responsibilities

- Develop and implement an effective communications strategy based on our target audience and policy goals, in collaboration with legislative, electoral, and advocacy teams. Work closely with these teams to coordinate public outreach during the Virginia legislative session and electoral cycles.
- Proactively identify communications opportunities. Write, edit, and distribute content including press releases, opinion editorials, blog posts, social media posts and graphics, website content, and other public output. Develop and implement creative communications campaigns.
- Assist colleagues with event planning and promotion including press conferences, lobby days, and organizing events.
- Manage communications budget line items and associated contractors and freelancers including graphic designers, videographers, and paid media vendors.
- Respond to public inquiries including from reporters, activists, and students. Help prepare spokespeople for public speaking and media interviews.
- Maintain and improve Clean Virginia's website, blog, and social media accounts.
- Monitor data analytics, including Google Analytics, in order to develop data-backed content strategies.
- Ensure Clean Virginia's strategic imperative of equity, justice, and inclusion is included in organizing efforts.
- Perform other duties as assigned.

## Preferred Qualifications

- Bachelor's degree in a communications-related field (e.g. communications, marketing, social or behavioral science, English, advertising, or visual arts).
- Professional experience in a communications or marketing role. Superior communication, writing, and interpersonal skills.
- A passion for legislative reform in the areas of affordable and accessible clean energy, climate change, ethics and good governance, corporate monopoly accountability, and economic justice.
- A deft ability to work with multiple stakeholder groups, enthusiasm for teamwork and collaboration, and a strong respect for your colleagues and their unique ideas and perspectives.
- A demonstrated understanding of evocative storytelling, effective communications strategy, and visual design principles in order to facilitate feedback and guidance to visual content creators.
- Strong administrative and project management skills including operational budgeting, computer word processing, database management, and relationship management.
- Experience working with WordPress, content management systems, graphic design, data analytics, and social media platforms.
- Willingness to travel around Virginia for intermittent day trips in-state and occasional overnight trips as well as represent Clean Virginia at events or programs occurring after typical business hours.



## Compensation/benefits

Clean Virginia offers a highly competitive salary and benefits package which includes:

- A salary range of \$85,000 to \$95,000 based on relevant experience.
- Generous paid time off every year: 4 weeks (20 days) of vacation, 10 sick and wellness days for physical and mental health, 15 paid holidays, and 10 days of bereavement leave.
- 12 weeks of paid parental leave for the birth or adoption of a child.
- Employer contribution of 90% of monthly premium cost for UnitedHealthcare Choice Plus Direct plan (Platinum level), including dental and vision coverage.
- Life insurance coverage.
- 401(k): Employer match of up to 5% of salary following 60 days of employment.
- Strong commitment to professional development including an allotted budget for each staff member.