



Clean Virginia

Job Description: Advocacy and Engagement Manager

About Us

Clean Virginia is an independent and bipartisan advocacy organization with an associated political action committee. We are working toward a Virginia where clean, affordable, and reliable energy is accessible to all, and where elected officials are accountable to the communities they serve. We believe in a government where the public interest has the biggest voice in our policy process and political system—not special interests or corporate monopoly utilities. Learn more at www.cleanvirginia.org.

Clean Virginia believes a staff that reflects the Commonwealth's diversity is central to our organizational goals. 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.

Clean Virginia is headquartered in Charlottesville, Virginia. Our full team currently works twice weekly in our Charlottesville office from March through December, and many team members meet daily in our Richmond office during the legislative session (January – March). Our in-person office time is subject to change if needed in order to meet our mission.

Job Description

Advocacy and Engagement Manager

Clean Virginia is seeking an Advocacy & Engagement Manager to join our communications team. Reporting to the Creative Director for Communications and Advocacy, this person in this role will lead the day-to-day execution of our digital advocacy and supporter engagement work, turning campaign strategies into effective digital actions, communications, and events. The Advocacy and

Engagement Manager will manage the digital tools and infrastructure to grow and deepen our supporter base, moving Virginians from learning about an issue to taking action. They will also use data to inform future campaigns, events and messaging that improves our engagement over time. The ideal candidate is an organized, data-minded digital communicator who thrives in a fast-paced environment, while building systems that make our work in rapid-response moments more effective in the long run. They are excited by the opportunity to help build a movement to curb corporate influence in Virginia politics and ensure that decisions about our energy system put people's pocketbooks and communities ahead of corporate profits.

Duties and responsibilities

- Plan and execute digital advocacy campaigns around legislative, electoral and advocacy priorities, in coordination with the Creative Director and program staff.
- Manage Clean Virginia's email and texting programs, including building, scheduling, and deploying messages and managing lists, segmentation, and targeting.
- Grow Clean Virginia's supporter list through campaigns, events, digital outreach and list-building with coalition partners and aligned organizations.
- Build and manage a ladder of engagement that creates clear pathways for supporters to move from learning about our issues to taking action, deepening their involvement over time; onboard new supporters and re-engage inactive ones.
- Mobilize supporters quickly around emerging issues and rapid-response moments through emails, text messages, social media, etc.
- Support social media execution as needed and ensure all digital communications reflect Clean Virginia's messaging and brand.
- Build registration pages and manage recruitment, participant communications, and follow-up for virtual and in-person events.
- Track and report on email, text, event, and advocacy metrics, testing messages, audiences, and timing to improve performance.
- Develop templates and repeatable systems that make recurring communications and events more efficient.
- Ensure Clean Virginia's strategic imperative of equity, justice, and inclusion is included in advocacy and engagement efforts.
- Perform other duties as assigned.

Preferred Qualifications

- A minimum of 3-5 years of experience in digital communications, organizing, and advocacy campaigns.
- Strong writing skills with the ability to craft clear, compelling communications that move people from learning about our issues to taking action, deepening their involvement over time.
- Experience using EveryAction/Bonterra or similar CRMs (such as Action Network or NGP VAN), to manage email/text campaigns and list segmentation.
- Comfort and fluency across social media platforms, with experience using them to bring new people into the fold and engage audiences with an organization's content and issues.
- Experience planning and running virtual and in-person events, including registration, recruitment, execution and follow-up.
- Comfort working with data: tracking metrics, testing and turning results into recommendations.
- Excellent organization and the ability to manage several campaigns at once on tight deadlines.
- Familiarity with Virginia politics or energy policy is a plus.
- A collegial and collaborative work style, innovative thinking, strong work ethic, and a respectful and enthusiastic attitude.
- A flexible approach to work, with a willingness to travel, as needed, and participate in programs occurring after typical business hours.

Essential Functions & Working Conditions

Clean Virginia is committed to the full inclusion of all qualified individuals. As part of this commitment, Clean Virginia provides reasonable accommodations to qualified persons with disabilities throughout the hiring process and during employment. This role will require:

- **Office Environment:** Primarily a sedentary office environment with frequent screen-based work and meetings, often in a stationary position (sitting or standing) for extended periods of time. Regularly meets with team members across different office spaces and conference rooms. An elevator is available in Clean Virginia's primary office space.
- **Equipment & Technology Operation:** Constantly operates a computer and other office productivity machinery (such as a cell phone, copy machine and printer) to process digital text, visual data and physical documents.

- **Communication:** Constantly communicates and exchanges accurate information, ideas, and data with colleagues, stakeholders, and external partners through written, verbal, and digital channels.
- **Visual Acuity:** Consistently inspects, analyzes, and assesses detailed information at close range (within a few feet) from digital texts, graphics, and reports that are primarily visual in nature.
- **Travel:** Requires periodic travel across Virginia. Must have access to reliable transportation and the ability to travel independently for extended distances.

Application Instructions

Please submit your contact information and three references using this [Google Form](https://docs.google.com/forms/d/e/1FAIpQLSchaAbpIUBx2jfgpZtfUVFg_gA07gjATHzQ1Gi4kWFpod_5qw/viewform?usp=header) Link: https://docs.google.com/forms/d/e/1FAIpQLSchaAbpIUBx2jfgpZtfUVFg_gA07gjATHzQ1Gi4kWFpod_5qw/viewform?usp=header

Submitting Your Resume and Cover Letter:

- **Google Account Holders:** Upload your resume and cover letter directly within the form.
- **Non-Google Users (Yahoo, iCloud, Outlook, etc.):** Complete the form, then email your resume and cover letter to hiring@cleanvirginia.org.

Process & Next Steps

- **Review & Interviews:** Applications are reviewed on a rolling basis, with phone screening interviews to follow shortly after.
- **References:** We will not contact references until later in the hiring process, and never without your explicit permission.
- **Questions?** Contact hiring@cleanvirginia.org.

Equal Opportunity & Diversity Statement

Clean Virginia is committed to a just, representative, and inclusive workplace. We encourage applications from people of color, women, persons with disabilities, and LGBTQ+ individuals. We value diverse perspectives and encourage candidates to apply even if they do not meet every single qualification.

Compensation & Benefits

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

- A salary range of \$80,000 to \$100,000 based on relevant experience.
- Clean Virginia offers a competitive Total Rewards Package. This includes Health, Dental, Vision, life insurance, and much more.
- 401(k): Employer match of up to 5% of salary following 60 days of employment.
- Four weeks (160 hours) paid vacation per year; two weeks (80 hours) paid sick leave per year; twelve weeks (480 hours) paid parental leave, of which a minimum of eight may be taken consecutively, with an additional four taken either consecutively or at a later date to be determined in coordination with the employee's supervisor;
- Paid Virginia State Holidays;
- Commitment to professional development, including an allotted \$2000 annual budget for each staff member.
- \$75 monthly personal device reimbursement.
- \$3000 technology allotment for purchase of computer and related hardware.
- A demonstrated respect for work/life balance, in light of the increased workload at particular times of the year.