



POSITION ANNOUNCEMENT DIRECTOR OF COMMUNICATIONS

Reports to: Executive Director

Classification: Full-time, Exempt

Location: Remote (during COVID); California-based position

ABOUT THE COALITION

The [Building Decarbonization Coalition](#) unites building industry stakeholders with energy providers, environmental organizations and local governments to help electrify California's homes and workspaces with clean energy. Through convening, policy analysis and consumer awareness building, the Coalition is pursuing fast, fair action to accelerate the development of zero-emission homes and buildings that will help California cut one of its largest sources of climate pollution, while creating safe, healthy and affordable communities.

Burning fossil fuels for heating and cooking poses a serious threat to our health and the planet — making buildings and homes the largest source of climate pollution in the world. Here in California, buildings are second only to transportation as the leading cause of climate change, yet we've had no clear plan to address these emissions. Until now.

Through the development of [A Roadmap to Decarbonize California's Buildings](#), the Coalition lays out an ambitious, inspiring and actionable plan for the state to Eliminate building emissions in the Golden State. The Coalition is coordinating implementation of the Roadmap by working with policymakers, the building industry and consumers to dispatch zero-emission lifestyle solutions — eliminating the need for fossil fuels and helping the state to slash climate pollution.

Moving California's homes and buildings off of fossil fuels will improve public health, cut climate pollution, deliver cleaner air, alleviate rising housing prices and monthly energy bills, all while creating a tremendous export opportunity for the state. To get there, we are activating strong leadership from communities, manufacturing and government, in California and beyond.

POSITION DESCRIPTION & KEY PRIORITIES

In this newly created position reporting to the Executive Director and working collaboratively with a small and rapidly growing team, the Director of Communications plays a critical role in the evolution of the Coalition from its start-up stage to a more mature organization that can deliver powerfully on its long-term vision. As the organization's chief communications officer, the Director of Communications is responsible for developing and executing a comprehensive communications strategy, reflecting the Coalition's unique brand value in alignment with the organization's vision, mission and values.

In addition to leading the Coalition's internal (members, Board) and external (media) communications, the Director of Communications will also oversee the Coalition's flagship public awareness campaign in California, [*The Switch is On*](#), a four-year, \$6 million effort designed to boost consumer understanding of the health and environmental benefits of electrifying our homes.

Strategy

- Partner with the Executive Director to determine a comprehensive communications strategy and to define short- and long-term goals and objectives related to the Coalition's visibility, credibility and growth.
- Ensure that the Coalition's brand value and brand position are clear, compelling and consistent across various platforms.
- Develop the Coalition's thought leadership plan and identify opportunities to enhance the organization's position in the building electrification landscape among relevant constituents, including current and prospective members, public policymakers, funders and the media.
- Partner with the Coalition's Director of Strategic Partnerships to ensure the organization's brand and value proposition resonates with and inspires increased investment and engagement of Coalition partners, namely member and funder prospects.
- Oversee *The Switch is On* and other public awareness campaigns, ensuring that these efforts meet stated goals and advance the work of the Coalition.

Content Creation

- Serve as the Coalition's chief writer, editor and storyteller, creating compelling content for emails, websites, social media, speeches, opinion editorials and marketing materials.
- Develop and manage the Coalition's communications to external stakeholders, maintaining an editorial calendar and regular schedule of targeted correspondence and elevating the Coalition's results using best practice in email marketing.
- Explore, test and iterate new communications technologies and platforms.
- Manage the Coalition's website and social media identities, leveraging these platforms for campaigns and ongoing community/movement building efforts.
- Support the Executive Director in preparing for public speaking engagements and media interviews, providing talking points, speeches and presentation materials.

Messaging, Public & Media Relations

- Develop the Coalition's messaging architecture, talking points and specific messaging for distinct internal and external audiences, ensuring consistency of brand position and value.
- Serve as a key spokesperson for the Coalition, standing in for the Executive Director when necessary, and provide media training for staff and Board members.
- Lead in the development of new relationships with journalists, bloggers and other media influencers in order to enhance the Coalition's position as an expert on building electrification.
- Identify opportunities to boost the Coalition's visibility and leadership through writing and speaking opportunities such as opinion editorials, keynotes and expert panel participation.

Team Management

- As part of the Coalition's leadership team, lead, coach and mentor staff and Board in order to build a culture of communications savvy throughout the organization.
- Compile and edit the Board of Directors' pre-meeting reading packets, ensuring comprehensive and compelling materials to support the Boards' strong governance.
- Manage communications staff (number TBD; to be hired by the Director post-placement).
- Manage communications-related contractor relationships, including graphic design, data visualization, advertising and video production.
- Develop the organizational systems and practices that support strong communications.
- Promote a culture of high performance, continual learning and commitment to excellence.

QUALIFICATIONS & CHARACTERISTICS

- A passion for building decarbonization, reflected in a clear and inspiring commitment to the mission and growth of the Coalition.
- Outstanding leadership and relationship-building skills with clarity of vision and a commitment to the highest levels of integrity, quality and collaboration.
- 8+ years of communications experience, preferably within the building electrification and/or climate solution landscape, and including budget management.
- Highly collaborative work style with the ability to operate as a peer and thought partner to the Executive Director.
- Experience designing and executing communications strategies that generate visibility and credibility.
- Expertise in branding, messaging and a variety of communications tactics; a background in journalism, public relations, communications studies or agency experience is preferred.
- Mastery of relationship-building skills with a wide range of external constituencies, from public agencies and government regulators to manufacturers, labor unions, technology start-ups and philanthropic institutions.
- Outstanding oral and written communications skills that demonstrate an ability to:
 - Convey a compelling story about the Coalition's mission and impact;
 - Translate complex, layered issues into persuasive narratives that can change consumer behavior;
 - Communicate the Coalition's strategies with accessible expertise (without jargon and acronyms) that is required to gain positive public attention.
- Outstanding project management abilities to ensure that campaigns and projects advance on time and on budget.
- Experience pitching stories and media relationship building.
- Social media savvy with deep understanding of how to integrate social into comprehensive communications and movement building strategies.
- Expertise in building and engaging a Board of Directors in communications.
- Experience in supervising staff and consultants, team building and contributing to the development of a positive organizational culture.

- Entrepreneurial drive to build an organization from the ground up; start-up experience is optimal.
- Content knowledge in building electrification and/or climate change movement is preferred.

WORK ENVIRONMENT, SCHEDULE & TRAVEL

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to stand; sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to walk; climb or balance; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus. This is a full-time salaried position with comprehensive benefits. Typical work hours are Monday through Friday, 9:00 AM to 5:00PM. Currently, all Coalition staff work remotely from their homes.

COMMITMENT TO EQUAL EMPLOYMENT

The Coalition values diversity in all its forms and is committed to an inclusive and transparent recruitment process. We recruit and hire without regard to race, color, national origin, ancestry, sex, gender, sexual orientation, sexual identity, age, religion, creed, disability (actual or perceived), medical condition including genetic characteristics, marital status, domestic partnership status, citizenship, military service, height, weight, HIV/AIDS status, or any other characteristic protected by state or federal law or local ordinance. People of diverse backgrounds are strongly encouraged to apply.

COMPENSATION AND BENEFITS

The salary range for this position is \$105,000 - \$125,000, commensurate with experience, plus a competitive benefits package including health coverage, retirement benefits, paid sick leave, vacation and holidays and access to professional development resources.

HOW TO APPLY

Email a cover letter, resume and two short, original writing samples by Thursday, December 10, 2020 to jobs@buildingdecarb.org. One combined PDF file is preferred. Candidate review and phone screens begin immediately and will be conducted throughout the search period.