



## Job Description - Marketing and Communications Manager

**Reports to:** Executive Director

**Status:** Full Time

**Salary:** Starts at \$55,000 per year, commensurate with experience

**Location:** Flexible within Alabama - Mobile, Montgomery, or Birmingham preferred

Energy Alabama is seeking a fun and passionate clean energy champion to join the team as Marketing and Communications Manager. As Marketing and Communications Manager, you will be instrumental in laying the groundwork for successful growth of sustainable energy in Alabama. You'll make the essential written and visual connections between our work, the public, and key decision makers.

Energy Alabama was founded in 2014 and is poised for significant growth over the next three to five years. This position will help shepherd Energy Alabama's work to tell the positive story of clean energy.

### The Position:

Reporting to the Executive Director, the Marketing and Communications Manager is responsible for telling the organization's story, raising awareness about our mission, broadcasting the positive message of clean energy, and activating Energy Alabama members and residents of the state to advocate for change.

The Marketing and Communications Manager will advance the Energy Alabama's communications plan through the creation of marketing materials, events, media relations, and social media content. The Marketing and Communications Manager will support the two main pillars of our work: education and advocacy. Additionally, this position will support fundraising activities of the organization.

The ideal candidate will be an outstanding strategist who is able to effectively convey the mission and the education and advocacy efforts of Energy Alabama to a variety of constituencies, ranging from policy makers to local community members. The ideal candidate understands and is motivated by the fact that the work Energy Alabama does sometimes involves taking on powerful interests and can result in tense working situations from time to time.



## Compensation and Benefits:

- This is a full-time exempt position for 40 hours per week
- Salary is expected to start around \$55,000 per year, based on qualifications
- \$75 per month phone stipend
- Extremely generous vacation policy

## Key Results Areas:

- Develop strategies for and oversee the implementation of Energy Alabama's marketing and communications plan.
- Manage relationships with outside entities, contractors, and partners supporting the organization's marketing and communications work.
- Run and create content for the organization's website and social media accounts, including content for fundraising campaigns and membership recruitment.
- Plan, organize, and promote the organization's special events.
- Work with Energy Alabama team members to develop marketing collateral, including brochures, newsletters, and email campaign, to support their areas of responsibility (such as education and policy).
- Support the creation of policy and advocacy materials including action alerts, talking points, issue briefs, letters, press statements, opinion editorials, website updates and legislative and reports.
- Speak publicly at events, conferences, and meetings, as well as to print journalists and broadcast media.
- Ensure all materials, collateral, and offerings conform to brand identity; conduct ongoing brand management.
- Monitor and report on the effectiveness of marketing and communications efforts.

## About You:

- Education and/or 2+ years of experience in the marketing and communications.
- Passion for clean energy.
- Strong written and verbal communication skills, including being comfortable with tense situations where others may oppose our efforts.



- Experience managing social media accounts and website content.
- Ability to work collaboratively with other team members and stakeholders.
- Strong project management skills, with the ability to prioritize and manage multiple projects simultaneously.
- Proactive self-starter.
- Highly organized and conscientious.
- Naturally curious, outgoing, and resourceful.
- Experience with advocacy software (e.g., EveryAction) and website systems like Wordpress.
- Proficient with social media, Canva, Google Suite, Microsoft Office, and other publishing software.

## About Us:

Energy Alabama is a non-profit organization advancing Alabama's clean energy future. We accomplish our mission by educating at all levels, informing smart energy policy, building the next generation workforce, and providing technical assistance to deploy more sustainable energy. We believe in 100% sustainable energy for all.

## Our Work Environment:

We are a passionate, driven, and fun group that is casual and light, but at all times the team is very much focused and committed to working hard in the name of sustainable energy. Energy Alabama is a place for dedicated dreamers who are ready to change the face of our community. Our team knows our work is hard but relishes the challenge and remains upbeat and positive.

Energy Alabama has a 100% remote work environment, but our team meets in person throughout the year and anytime as needed. You may be asked to conduct some limited travel within the state to meet with your teammates. All work-related travel is reimbursed by Energy Alabama.

Energy Alabama is an equal opportunity employer. We do not discriminate on the basis of race, color, national or ethnic origin, religion, disability, genetic information, age, veteran status, sex, sexual orientation, gender identity or expression or marital status. Black, Indigenous, and people of color; women; LGBTQ+ people; and members of other historically disenfranchised populations are strongly encouraged to apply.



## To Apply:

To apply for the position, please submit an application (including resume and cover letter) via email to [admin@energyalabama.org](mailto:admin@energyalabama.org). We will update you on the status of your application as soon as we can.

The requirements listed in our job descriptions are guidelines, not rules, and if you have most of the qualifications listed, we encourage you to apply! Experience can refer to paid and unpaid work. Applying gives you an opportunity to be considered.

We are happy to answer any questions you might have at [admin@energyalabama.org](mailto:admin@energyalabama.org).