

## Job Description: Communications Director

Date Posted: July 10<sup>th</sup> 2015

### Position

Reporting to the Executive Director, the Director of Communications is responsible for ensuring the consistent and reliable communication of Clean Energy Canada's mission and work across multiple channels—such that the organization's profile and influence continues to steadily grow. The individual will ensure that Clean Energy Canada is viewed as the primary source, disseminator, and conduit of highly credible climate and clean energy information within its constituency.

We consider effective, leading-edge communications to have been a pillar of our success to date, and they will remain a core component of our organization. The Director of Communications will work closely with the executive director and his or her colleagues to advance a variety of strategic initiatives. The preferred location for the position is Clean Energy Canada's Vancouver, BC office.

### Responsibilities

- Develop, implement, and assist with the evaluation of annual communications objectives, in collaboration with the Clean Energy Canada team and constituents.
- Lead the generation of (traditional, digital and social) content that engages audience segments and leads to measurable action.
- Establish communications products and channels to create momentum and awareness as well as to test the effectiveness of various products and activities.
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, the Clean Energy Review, Clean Energy Quarterly, the Clean Energy Live speaker series, Clean Energy Canada's website, and social media channels.
- Oversee and champion the organization's constituent relationship management system.
- Mentor, lead, and inspire the Communications Manager.
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly.
- Track and measure the level and quality of engagement within Clean Energy Canada's audience and constituency over time.
- Establish and maintain relationships with the media and manage all media contacts.

## Qualifications

Clean Energy Canada is seeking an accomplished Director of Communications who has at least 10 years of communications experience, ideally in an “in-house” leadership role, and covering areas such as project management, writing, and editing (for traditional, digital and social media), media relations and engagement, and constituent engagement. The successful candidate will have a proven track record taking knowledge and original research and transforming it into exciting and useful messages, and disseminating them to targeted audiences.

The candidate will have:

- Highly collaborative style; experience developing and implementing communications strategies
- Outstanding writing, editing, and verbal communication skills
- A strong track record as an implementer and “doer” who thrives on managing a variety of key initiatives concurrently
- Relationship builder with the flexibility and finesse to “manage by influence”
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, advisors, volunteers, funders and donors, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives

## How to Apply

Clean Energy Canada offers a competitive salary and benefits package.

A cover letter and resume should be submitted to [jobs@cleanenergycanada.org](mailto:jobs@cleanenergycanada.org).

Only those applicants selected for an interview will be contacted.