

Communications Specialist - Coalition for Green Capital

- Location: New York City or Washington, DC
- Contract type: Full-time
- Application deadline: Rolling basis

The Coalition for Green Capital (CGC) is an independent 501c3 nonprofit focused on advancing new approaches to clean energy finance. CGC has worked at the forefront of public-private investment in renewable energy and sustainable infrastructure for a decade, playing a key role in conceptualizing and forming Green Banks in states and counties around the U.S., as well as in other countries. Green Banks are facilities designed to accelerate clean energy market growth and investment by delivering innovative financing solutions for renewable energy, energy efficiency and clean transportation projects.

CGC is now embarking on an exciting growth phase, via new services and strategic partnerships with leading Green Banks, foundations, investors and others. We are looking for a well-rounded communications professional with at least three years of experience to join us as a Communications Specialist to help design, build and manage a multi-channel plan to increase awareness and prominence of Green Banking.

The Specialist will manage the organization's communications and marketing activity across both U.S. and international markets. This person would have principal ownership for implementing a range of communications activities to increase awareness and interest in CGC's Green Bank activities and services, as well as the overall success and growth of the Green Bank ecosystem. The Communications Specialist would report directly to the Executive Director.

Core responsibilities include, but are not limited to:

- Develop and implement multi-channel communications plan and calendar
- Collaborate with CGC program staff to plan, write, and edit content across channels, including press releases, blog posts, website updates, social media, etc.
- Develop partnerships and relationships with external firms to outsource technical/specialty work as needed
- Lead the strategic redesign and management of CGC's website and develop a constellation of related websites that support our new Green Bank Consortium, as well as the new non-profit Green Banks CGC is forming across the U.S. Requires management of overall process and relevant contracted firms (technical web design skills are valued but not necessary).
- Develop and execute strategies to increase audience engagement and foster more cohesive Green Bank community through range of channels
- Support roll-out, organization, and management of CGC-run events, as needed

Qualifications:

- BA in relevant fields or equivalent work experience
- At least three years of experience working in a marketing or communications capacity, ideally either for a nonprofit organization or in the clean energy/climate field
- Strong writing, editing, and communication skills

- Fluency with tools and current trends in digital communications
- Excellent organizational skills, attention to detail, and thoroughness
- A creative eye
- A team player who enjoys collaboration
- Entrepreneurial attitude; comfort with the occasional ambiguity of a fast-paced and dynamic working environment; passion for creating an impact in a mission-driven environment
- Background or interest in clean energy, finance or environment is a plus

To submit questions or an application, please contact CGC by email at cgc@coalitionforgreencapital.com. Your application should consist of a resume and a brief cover letter highlighting your interest and background in this role. CGC will review applications on a rolling basis.

CGC is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. CGC is committed to building a culturally diverse workplace and strongly encourages applications from female and minority candidates.