

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. In addition to building and supporting dedicated Green Bank institutions, CGC is launching a robust network designed to generate investable deal flow through Green Banks that can be financed by blended sources of financing from Green Banks, government, impact investors and commercial capital.

CGC seeks to directly facilitate investment, so new and targeted communications is essential. CGC is looking for a well-rounded communications professional to build awareness of CGC and this new network in order to attract participants and drive investment volume into clean energy. This will require designing and implementing a new multi-channel communications and press relations strategy.

The Communications Specialist will report directly to the Executive Director.

Primary objectives of the role include:

- Build list of supporters, investors, developers, policymakers, NGOs and funders to engage through targeted communications
- Develop a multi-channel communications strategy to engage each target audience in order to drive interest in CGC and generate market activity via CGC's network
- Manage and update CGC digital presence in order to enhance CGC brand as thought leader and implementor of innovative finance solutions
- Strengthen awareness of CGC as a market participant and facilitator of investment, shift away from CGC as advocate and advisor
- Through press releases and media placement, broaden CGC's reach in order to effectively market for Green Bank partners and network members, in order to drive volume and interest to those partners.

Key Metrics For Success:

- Each target audience and mode of communication will be measured and tracked through specific metrics
- For example
 - Newsletters read by Green Banks

- Number of investors who attend CGC conferences
- Developers responding to RFPs
- Website clicks

Core tasks will include, but are not limited to:

- Design, update and manage CGC digital presence
- Collaborate with CGC program staff to identify and create content for key events and developments that should be highlighted
- Manage outside vendors as needed to design CGC branding, compile mailing lists, and generate other digital content as needed.
- Develop content that will allow CGC to increase small dollar donations as well as foundation funding
- Create and maintain regular calendar for publishing materials
- Build and maintain relationships with industry trade press and key reporters in mainstream media

Qualifications:

- BA in relevant fields or equivalent work experience
- At least two 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, a scrapbook of previous work, and a brief cover letter highlighting your interest and background in this role. Any digital metrics from previous positions will be welcomed. 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.