



Senior Director of Impact Communications and Market-Building

At the Coalition for Green Capital (CGC), our mission is to drive investments in the clean economy to reduce emissions and improve the quality of life for all Americans. By leveraging public-private partnerships and responsive financing, we aim to eliminate barriers to clean technology and promote energy abundance in every community. Our work is guided by a commitment to accelerate the deployment of clean energy technologies across the United States, with a special focus on supporting low-income and disadvantaged communities. For over a decade, CGC has led the Green Bank movement, working at the federal, state and local levels in the U.S. and countries around the world to unlock capital and empower communities to embrace a greener future. Together, we strive to build a sustainable future where clean power is accessible and affordable for everyone.

Our National Green Bank: The U.S. Environmental Protection Agency (EPA) has taken a significant step toward a greener future by establishing the first U.S. national green bank through the Greenhouse Gas Reduction Fund (GGRF). The EPA awarded the Coalition for Green Capital \$5 billion to capitalize this national green bank under The National Clean Investment Fund competition, along with \$125 million under Solar for All to foster the development of green banks and accelerate solar energy projects in North and South Dakota. Through strategic partnerships and innovative financing, our national green bank aims to create a robust clean energy finance ecosystem that addresses critical market gaps and maximizes the impact of every public dollar invested. This seed funding builds on CGC's decade-long leadership in the Green Bank movement, which has already led to billions toward clean energy adoption, ensuring that the nation's climate goals are met.

Job Summary

The Coalition for Green Capital is embarking on a transformational journey to develop the first national green bank. This exciting period of growth brings with it a need for strategic communications and marketing aligned with the business goals of the organization. The Senior Director of Impact Communications and Market-Building will shape the brand of the Coalition for Green Capital and our online presence to make sure that key audiences, customers, and partners are able to effectively engage with us. The Senior Director of Impact Communications and Market-Building will help drive the goals of the greenhouse gas reduction fund and mobilize financing and private capital to address the climate crises, ensure our country's economic competitiveness, and promote energy independence while delivering lower energy costs and economic revitalization to disadvantaged communities that have historically been left behind.

It is highly preferred that the Senior Director of Impact Communications and Market-Building is based in Washington, DC or Boulder, CO. The Senior Director of Impact Communications and Market-Building will be a hybrid position.

Currently reporting to the Chief Impact Officer, the Senior Director of Impact Communications and Market-Building manages junior staff and consultants as needed.

Key Responsibilities

Market Building Strategy (60%)

- Senior Director of Impact Communications and Market-Building will be responsible for engaging Senior Leadership to shape the market building activities of CGC with the goal of seeing at least 50% of the funding go to disadvantaged communities.
- Own the marketing fundamentals: positioning, messaging, launches, customer discovery, go-to-market, product discovery and feedback loops that accelerate business growth and brand power.
- Inspire action through data-driven insights (market research, testing plans, etc).
- Partner with Sourcing, Product, Network, and Impact teams to ensure the successful launch and marketing support of new products and ongoing marketing of them.
- Create, nurture and oversee relationships to strategically drive marketing initiatives through these external touchpoints.
- Partner with cross-functional teams to ensure that market feedback is incorporated in ways that drive impact and key metrics.
- Develop strategies to test and incubate new market building and impact driving opportunities, which can scale across the business.
- Spearhead a market building plan that addresses the most pressing non-financial barriers to adoption of clean energy technologies, products, and services in LIDACs and shape marketing, community engagement, and outreach efforts with stakeholders. Partner with CGC leadership and Impact team to deliver non-financial and financial market building strategies:
 - Outreach and Education may include working with its network, partners and communities to launch a multi-tiered education campaign to increase public knowledge about green financing and solutions. By engaging existing local partners, and identifying new local partners, including in the relevant supply chains, CGC can be responsive to community-specific needs and enable rapid adoption of clean products, services, and technologies.
 - Non Financial Market Building strategies may include: 1) offering a bridge financing program for recipients of federal climate grants across the country that need bridge funding to accelerate the deployment of qualified projects; 2) launching a national initiative to incentivize local and regional governments to partner with CGC on deploying municipal scale qualified projects, and 3) training green banks on incorporating equity considerations into their investment process, including workforce development, project identification and selections, public education campaigns and development of innovative financial products.
 - Financial Market-Building strategies may include helping the private sector build familiarity with the products, technologies, and services comprising Priority Projects, applicable financial products and financing structures, communities, and geographies that the GGRF is intended to benefit.

- Responsible for working across departments to create a website that developers, lenders, and community partners can use to learn about qualified projects and related forms of financial and technical assistance, obtaining financing, and building capacity.
- Leverage expertise at coalition, or subsidiary-structured organizations to develop strategy to leverage partnerships to grow CGC's market impact. Partner successfully with stakeholders across the network.

Marketing, Communications, and Brand Management (20%)

- Build the Marketing function at CGC from scratch – carving out scope, strategy and alignment on key KPIs.
- Launch and drive adoption of new policies and practices that further CGC's marketing goals. Develop internal and external marketing plans, ensuring consistent story-oriented narrative across both.
- Strategize and develop marketing campaigns that demonstrate CGC's value and communicate difficult information in easy to understand and exciting ways.
- Lead and execute strategy to communicate CGC's impact in ways that drive strategic outcomes and garner positive brand power.
- Work with the Senior Coordinator and across various business lines and departments to build and maintain systems that enable internal and external communications. Work with all CGC leaders to integrate impact reporting and communications into their regular workflow.

Contract Management (20%)

- Coordinate consultants necessary to further marketing goals.
- Develop scopes of work consistent with the Impact team's goals and metrics
- Navigate procurement processes and manage communications to contractors.
- Contribute to all database and reporting requirements for the Impact Team and CGC
- Collect and disseminate the contractors' contributions to CGC's goals for both internal and external audiences.

Required Skills and Abilities

- Demonstrated ability to conceive, develop and implement multi-channel marketing plans engaging an array of distinct business audiences.
- Demonstrated experience launching marketing building strategies aligned to low-income communities/ social impact/ equity/corporate social responsibility.
- Experienced at launching, leading and coaching high performing teams.
- Demonstrated experience leading strategic initiatives with and collaborating with Product, Sales and Impact teams.
- Strategic mindset with a knack for transforming ideas into impactful marketing and communications initiatives.
- Strong analytical capabilities, coupled with a creative flair to balance data with actionable insights, recommendations and insights.

- Experience influencing and leading multiple distributed resources with an understanding of cultural differences in managing and leading people.
- Outstanding communication skills to rally teams and present compelling strategies to stakeholders.
- High ownership mentality with a strong willingness to roll up your sleeves while also being able to delegate effectively and lean on others.
- Demonstrated track record of innovation, strategic development and tenacity when faced with ambiguity, changing priorities, or challenges.
- Ability to self-initiate
- Ability to coordinate well in a multi-component team setting.
- Excellent organizational skills and experience in organizing and prioritizing project sets based on substance, urgency, and capacity.
- Self-organized with excellent attention to detail
- Ability to work under tight deadlines and handle multiple tasks in a fast-paced dynamic environment.
- English language fluency required.
- Experience with Salesforce or similar data management systems.
- A dedication to climate finance and climate equity
- A sense of humor, passion for change, and an eye towards innovation
- Authorization to work in the United States of America
- Proficiency with Microsoft Office to include Word, Excel and PowerPoint
- Travel occasionally to support programs.
- Prolonged periods sitting at a desk and working on a computer required.
- Excellent interpersonal skills and ability to work effectively with a diverse range of individuals, teams, leaders, and external stakeholders to establish and achieve common goals.
- Willing to travel to a CGC office on a regular basis as needed (quarterly or monthly)

Education and Experience

- Master's Degree or higher
- 10 or more years of experience in marketing, communications, and sales.
- 4 or more years of experience as a people manager driving strong results.
- Familiarity and commitment in the field of social impact and related sectors such as climate equity and social entrepreneurship, corporate social responsibility, etc.
- Strong background in community engagement and facilitation
- Clearly understand the market segments that CGC is targeting including 1) Commercial; 2) Small Business/Nonprofits; 3) Consumer and 4) Affordable Housing Developers with a stronger focus on the first two.

Compensation and Benefits

- The salary range for Senior Director of Impact Communications and Market-Building is between \$250,000 and \$350,000
- Senior Director of Impact Communications and Market-Building will be eligible for an annual bonus of 10%-30% based on job performance.

- The benefits offered for Senior Director of Impact Communications and Market-Building are health insurance, 401k, vacation leave and sick leave.

CGC is dedicated to providing equal employment opportunities to all individuals based on job related qualifications and their ability to perform a job, without regard to age (over 40), sex (including pregnancy, married women and unmarried mothers), race, color, creed, veteran status, religion, disability, sexual orientation (including actual or perceived orientation), gender identity, gender expression, ancestry, marital status, national origin, citizenship, genetic characteristics, civil air patrol status, lawful activities during non-working hours, or any other protected class as defined by applicable federal, state, or local laws. It is our policy to maintain a non-discriminatory environment free from intimidation, harassment, or bias.

Our equal employment opportunity philosophy applies to all aspects of employment including recruiting, hiring, training, promotion, job benefits, pay, dismissal and social/recreational activities. Our designated Civil Rights Coordinator is CGC's Chief Administrative and Development Officer.