



**Position:** Policy Communications Specialist  
**Reports To:** Director of Marketing & Communications  
**FLSA Class:** Exempt  
**Supervises:** Interns

**Position Summary:**

The **Policy Communications Specialist** supports NCSEA’s mission through the development of engaging, persuasive, and creative written content. This position will be responsible for developing content and messaging that will be delivered to internal and external audiences to strategically build support for NCSEA’s policy and programmatic activities.

**Key Responsibilities:**

- Develop technical and non-technical written content for newsletters, press releases, marketing materials, education and outreach, social media, events, and the NCSEA website
- Develop written content for publications and reports, including but not limited to the Annual Report, policy whitepapers, and other subject specific reports, such as Clean Energy Jobs North Carolina and county tax revenue reports
- Maintain and manage regular content calendar for NCSEA’s social media channels
- Coordinate with the Development Team to create messaging for fundraisers, sponsorship sales campaigns, general donor development activities, and membership growth campaigns
- Coordinate with the Policy Team to proactively develop written content to provide policy related updates to external stakeholders
- Identify and develop opportunities for creative narrative storytelling related to clean energy and clean energy policies to effectively communicate with non-technical audiences
- Plan, organize, and execute communications strategies and projects, adhering to timeline and budget parameters
- Assist with the development of creative strategies for conveying NCSEA messaging and execute these strategies to encourage membership growth and revenue development
- Create and disseminate multi-media content that tells NCSEA’s story
- Create content for internal communications needs, such as staff bios and resumes, weekly newsletters, etc.
- Assist with communications needs of Executive Leadership and the Board of Directors
- Coordinate communications needs for events and assist with all aspects of events as assigned
- Other duties as assigned

**Knowledge, Skills and Abilities:**

- Prolific writer with the ability to translate complex and technical content into communications appropriate for a variety of audiences
- Working knowledge of clean energy and/or sustainability related topics



- Intermediate to advanced proficiency with Office 365 and (preferred)
- Working knowledge of CRM and communications tools (i.e. Publisher, Salesforce/Neon, WordPress, MailChimp)
- Ability to quickly absorb and synthesize information (both written and verbal)
- Exceptional attention to detail
- Knowledge of social media best practices and experience cultivating an engaged online audience
- Research and analysis experience
- Self-starter with excellent time management
- Strong interpersonal communication, relationship building, and negotiation skills
- Ability to work in a fast-paced, short deadline environment and adapt to change
- Able to meet demands and timelines without sacrificing quality; works well under pressure
- Ability to effectively influence, mentor, and educate both internal and external stakeholders in a variety of cultures

### **Qualifications**

- BS degree in Public Policy, Communications, Public Relations or similar field
- Minimum 3 years relevant communications experience, preferably related to policy communications
- Ideal candidates have a passion for and/or previous knowledge of sustainability/clean energy related fields
- 2+ years' experience working in the clean energy sector preferred

### **To Apply:**

Send your resume and a letter of interest to:

[Careers@energync.org](mailto:Careers@energync.org)

### **NCSEA is proud to be an Equal Opportunity Employer.**

We do not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity or expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics. NCSEA believes that diversity and inclusion among our teammates is critical to our success and we seek to recruit, develop and retain the most talented people from a diverse candidate pool.