

**Position:** Communications & Engagement Manager  
**Reports To:** Executive Director  
**FLSA Class:** Exempt  
**Supervises:** Marketing Specialist, Interns and Fellows

**Position Summary:**

The Communications & Engagement Manager will support NCSEA's mission to advance clean energy policy in North Carolina through compelling written communications and government affairs engagement. This individual will work in close coordination with NCSEA's policy team to build external support for advocacy priorities through digital and in-person communication tactics. The role will interface with NCSEA policy staff, elected officials and their staff, NCSEA members, and allied organizations.

**\*\*\*This position is remote, but requires residence in the Raleigh Metro or NC Triangle areas.\*\*\***

**Responsibilities:**

**Communications**

- Develop written content for blogs, member communications, and digital advocacy tools to clearly and effectively build advocacy support among non-technical audiences.
- Directly engage in policy related activities and strategy to accurately convey technical proceedings via written materials to members, decision-makers, and funders.
- Lead communications strategies to effectively engage and activate key stakeholders to successfully advocate for NCSEA policy goals.
- Develop technical and non-technical written content for newsletters, press releases, marketing materials, education and outreach, social media, events, and the NCSEA website.
- Identify and develop opportunities for creative narrative storytelling related to clean energy and clean energy policies to effectively communicate with non-technical audiences.
- Write and edit NCSEA's newsletters.

**Policy**

- Participate in the development of NCSEA's policy goals.
- Assist with legislative research and analysis.
- Participate in policy and strategy meetings.
- Clearly distill NCSEA policy goals and updates to members via written communications.
- Develop and lead strategic plans for educating decision-makers.
- Organize and project manage tours of clean energy sites and other small networking events, from event strategy and planning to logistics and implementation.
- Track and monitor legislative activity on bills that may affect clean energy in North Carolina.

- Design educational materials, such as fact sheets, for policymakers and NCSEA's members.
- Develop and execute strategies to activate constituent and stakeholder support through tactics such as email action alerts, in-person lobby days, and legislative breakfasts.
- Assist with recording, monitoring, and reporting on policy issues raised by members.

#### **Member and Stakeholder Engagement**

- Educate NCSEA's members and other stakeholders about NCSEA's legislative efforts through written communications.
- Assist with development of member engagement strategy to ensure clear communication with members about policy priorities and the policy decision-making process, such as assisting with content and facilitation of member-focused meetings and calls.
- Organize and convene routine member meetings to coordinate on current policy related activities.
- Establish relationships with NCSEA members to better understand current policy and communications related needs.

#### **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 sustainability related topics
- Excellent interpersonal, communication and organizational skills
- Ability to utilize digital advocacy tools, such as Phone2Action
- Strong understanding of coalition building in a political advocacy setting
- Strong attention to detail, accuracy, and quality
- Exceptional research and writing skills
- An understanding of political, legislative, and regulatory processes, as well as state government's structure, roles, and constraints
- Ability to organize small events or gatherings
- Self-starter with excellent time management
- 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
- Ability to manage and develop interns and other staff members

#### **Qualifications:**

- BS degree in Communications, Public Policy, Public Relations or similar field required
- 3+ years relevant communications experience required, preferably related to policy communications
- Experience in sustainability/clean energy related fields preferred
- Project Management experience preferred
- Experience working in a supervisory role preferred



- Experience working with regulatory, legislative, and government bodies preferred
- This position is remote, but requires residence in the Raleigh Metro or NC Triangle areas.

**Salary Range: \$65,000/year - \$80,000/year**

**How 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.