



Updated October 31, 2016

Position: **Director of Communications**
 Reports to: Executive Director
 Status: Exempt

Position Overview

The Director of Communications sets and oversees the strategy for all Cool Choices’ communications in support of Cool Choices’ mission and vision. The Director of Communications leads efforts to shape and share Cool Choices’ stories in a way that inspires support and additional action to reduce greenhouse gas emissions. This position requires outstanding communication skills, marketing and social media savvy and a genuine passion for telling our stories.

Primary Responsibilities

	% of Time
1. Develop, implement, and evaluate the annual communications plan that showcases Cool Choices accomplishments and builds stakeholder support. Specific responsibilities include: <ul style="list-style-type: none"> a. Identifying priorities and developing the strategies to pursue those priorities; b. Leading efforts to implement plan, including the supervision of other staff; and c. Assessing the effectiveness of specific strategies and adjusting plan as necessary to maximize results. 	25%
2. Develop and implement engaging communications that inspire business, foundation and other key stakeholder groups to get involved in our efforts. Specific responsibilities include: <ul style="list-style-type: none"> a. Collaborating with Director of Business Development on messages and targeting associated with new business development; and b. Curating existing content to illustrate partnership possibilities to new audiences. 	20%
3. Manage the development, distribution, and maintenance of all print and electronic communications including, but not limited to, newsletters, press releases, website content, blog posts, collateral materials, social media, conference materials and fundraising campaigns.	20%
4. Provide strategic insights and support for the effort to cultivate an online community of Cool Choices alumni and stakeholders by developing, implementing and evaluating online engagement campaigns.	15%
5. Lead the development of content that supports Cool Choices’ program efforts and that is consistent with Cool Choices’ voice; specific efforts include email templates, web content and video tutorials.	10%

6. Participate in Cool Choices management team. Specific responsibilities include: <ol style="list-style-type: none"> a. Cultivating a deep understanding of Cool Choices’ approach to behavior change, including both software and non-software aspects of that approach; b. Contributing to efforts to enhance Cool Choices program and product portfolio by sharing insights from marketing and communications perspective; and c. Helping to shape Cool Choices priorities forward. 	5%
7. Supervise other marketing and communications staff and oversee any subcontractors.	5%

Required Qualifications

Education

Bachelor’s degree or equivalent work experience required.

Required Skills & Experience

1. Four years of demonstrated success developing and executing service-oriented marketing communications
2. Demonstrated success using social media to build stakeholder networks
3. A high degree of personal initiative, self-motivated
4. Strong verbal communications skills with the demonstrated ability to write and speak clearly and persuasively, strong story-telling skills
5. Demonstrated ability to think and act strategically
6. Superior time management, project management, and organizational skills
7. Experience with multi-media editing and content management systems
8. Demonstrated ability to learn and implement new software solutions to support communications strategies
9. Strong attention to detail
10. MS Office software proficiency

Desirable Skills and Experience

1. Experience promoting energy efficiency or sustainable practices
2. Journalism experience
3. Demonstrated success building and maintaining a brand identity
4. Grant writing or other fundraising experience
5. Basic photo and video editing experience

Personal Suitability

The ideal candidate will be:

1. Positive, with a “can-do” attitude
2. Effective under pressure
3. Motivating / persuasive
4. Creative
5. Poised
6. Assertive
7. Tech savvy
8. Able to meet multiple priorities simultaneously
9. Adept at maximizing unexpected opportunities

Physical Requirements

The physical demands for this position include sitting at a computer or in a car for long periods of time, using a telephone to communicate with existing and potential customers, and the general public.

Occasional light lifting of up to 25 lbs. is also essential.

Working Conditions and Environment

Equipment Used:	Computer, fax machine, telephone, copier (Provided)
Travel Status:	Infrequent travel
Normal Work Hours:	Generally Monday through Friday, 8:00 AM- 5:00 PM;

Supervisory Responsibilities

Director of Communications may supervisor one or more other staff.

To apply, please e-mail resume and cover letter to jobs@coolchoices.com.