



Clean Energy Trust Position Description

Job Title: Senior Manager, Marketing & Communications
Reports To: Director of Business Development & Partnerships
FLSA Status: Exempt

THE OPPORTUNITY

Clean Energy Trust is seeking a marketing and communications professional to help effectively communicate the organization's work, and the work of its portfolio companies, to external stakeholders. This position will help to lead the organization's brand content strategies, and define the lens through which external audiences view Clean Energy Trust.

Clean Energy Trust is a nonprofit that supports early-stage cleantech startups with direct investment, venture development services, and access to its broad network and ecosystem partners. Clean Energy Trust invests in companies through its revolving, evergreen fund, that is backed by philanthropic capital. This fund reinvests its investment proceeds in new companies rather than returning such proceeds to the capital providers.

Key Responsibilities

- Develop and execute content strategy, including both creating content and managing the publishing of substantive, original content developed by the Clean Energy Trust team
- Oversee marketing functions, including design and promotion of content, campaigns, and events
- Oversee the development and marketing of key events to engage relevant stakeholders and partners
- Lead relationships with external support partners such as graphic designers, printers, and web site developers
- Drive public relations projects and manage media relations
- Collaborate with staff to effectively communicate Clean Energy Trust's work to relevant stakeholders, including identifying value-add speaking opportunities
- Manage digital platform strategy (website, Twitter, Facebook, LinkedIn), optimizing engagement by capturing and analyzing data
- Develop external communication materials such as talking points, news releases, and blog entries
- Own and manage the organization's CRM processes

Additional Responsibilities

- Implement the brand style guide to ensure consistency and quality of positioning and visual identity in organization's materials
- Support fundraising efforts by creating relevant materials such as marketing collateral and presentation decks
- Participate in special projects and events
- Other duties as assigned

Success Factors

The ideal candidate will have:

- Creativity, storytelling skills, and an "eye" for aesthetic design and visual presentation
- Strong executive function, including the ability to plan ahead, take initiative, and work on multiple projects simultaneously in a fast paced environment
- The interpersonal skills necessary to collaborate with Clean Energy Trust's staff, third party contractors, portfolio companies, and ecosystem partners
- Comfort with ambiguity and demonstrated ability to be self-starting and entrepreneurial
- Passion for the mission of Clean Energy Trust and a commitment to supporting innovation, entrepreneurs and the world's transition to a low-carbon and resource efficient economy.

Qualifications

- Minimum of 3 years of relevant marketing, communications, and/or public relations experience
- Strong project management skills
- Excellent written and oral communication skills, including copywriting and editing experience and the ability to effectively represent the CEO and organization with external and internal stakeholders
- Understanding of CRM, SEO, social media marketing tools
- Mastery of Microsoft products, specifically Word, Powerpoint and Excel
- Experience with Hubspot and Adobe Creative Suite is a plus

About Clean Energy Trust

Clean Energy Trust is a nonprofit that invests in the entrepreneurs leading the clean technology revolution. We believe that helping to build profitable, scalable businesses in energy, mobility, water, and agtech is a powerful force to better the environment and tackle climate change.

We have developed a unique model to invest in promising technology and founders who otherwise might not be able to get off the ground. We refer to this model as our 501vc™ platform. We combine the best of the venture capital funding model with a mission-driven non-profit organization. Through our Seed fund, we have invested in 27 companies across the Midwest. Learn more at cleanenergytrust.org.

Physical Requirements and Work Environment:

- General office setting, extensive telephone and desk work at computer terminal
- Will work in a close multidisciplinary team environment
- May interface with clients in various settings
- Some travel required (10-20%)

To Apply: Please send your resume with a cover letter and a writing sample to hr@cleanenergytrust.org