DIRECTOR OF MARKETING AND COMMUNICATIONS

ABOUT THE POSITION

The Director of Marketing and Communications (Director) leads a team of design, marketing, media, and content development professionals who together are responsible for advancing and implementing Groundswell’s brand, voice, message, customer acquisition and other marketing and communication goals within the communities we serve, our marketplace, and our field. As such, the Director serves as a pivotal member of Groundswell’s management team, reporting to the CEO and engaging in organization-wide strategy and decision-making in pursuit of Groundswell’s mission of building community power and the implementation of our strategic plan at the intersection of energy equity and economic justice.

This position requires drive, a passion for Groundswell’s mission, and love for the communities we serve. It also requires an understanding of the justice space, and a shared vision for a more equitable energy future. The Director should experience joy from connecting Groundswell’s transformational goals to successfully enrolling new people and partners in our programs. The Director should be highly organized with strong operational and project management capabilities – able to steward campaigns and collateral seamlessly from idea to implementation. The Director should thrive in a dynamic, results-driven, and collaborative work environment in which creativity, innovation, and excellence are valued and required.

The Director is responsible for the following key areas of Groundswell’s work, which are explored in detail below:

- Marketing, including the development of campaigns and collateral in support of Groundswell’s mission, strategic plan, and programs.
- Marketing Partnerships, including the identification and development of collaborative relationships with organizations that directly advance the goals and objectives of Groundswell programs.
- Brand and Design, including overseeing the consistent implementation of Groundswell’s visual brand across all media.
- Communications
- Editorial oversight of stories.groundswell.org, Groundswell’s storytelling platform

Outcomes for which the Director will be responsible include:

- Expressing Groundswell’s values, vision, mission, and message in the development and implementation of marketing campaigns.
- Implementing Groundswell’s visual brand, message, and voice consistently across all channels.
- Driving equity to the center of the public clean energy conversation through how Groundswell goes to market, including campaigns and collateral.
- Ensuring that the communications, marketing, and digital components of Groundswell campaigns are effectively project managed and executed.
• Identifying and cultivating organizational relationships with values-aligned partners that support enrollment in our programs and partnerships.
• Delivering new subscribers for the community solar projects and other clean energy programs we lead in multiple markets, in support of Groundswell programs.
• Developing and implementing the marketing strategies and activities that sustain our values-based commitment to our customers, working in close coordination with the Director of Customer Support and Operations.
• Tracking, managing, learning from, and applying insights from marketing and communications metrics.
• Supporting Groundswell colleagues, helping to advance goals of Groundswell programs through communications.
• Developing, supporting, and managing Groundswell’s communications and editorial team.
• Expanding our media reach through earned and social media, in alignment with Groundswell’s values and strategic plan.
• Building storytelling partnerships that expand our impact.
• Tracking, managing, learning from, and applying insights from communications and marketing metrics.
• Working in alignment with Groundswell’s Statement of Values.

KEY RESPONSIBILITIES
Marketing
• Steward Groundswell’s visual brand, including consistency and excellence in application across all media.
• Develop marketing strategies and plans for Groundswell programs, which may include annual marketing plans as well as program-specific campaigns.
• Identify, plan, implement, and oversee collateral programs that efficiently support Groundswell programs and activities.
• Design and oversee ad campaigns, maintaining accountability for advertising metrics and results including budgets.
• Define, track, and report on marketing metrics in order to measure results and learn from and refine our marketing campaigns.
• Oversee the development and production of high quality, informative, and engaging marketing collateral materials in support of Groundswell projects and programs.
• Direct the production of sales and other collateral materials in support of Groundswell’s solar development and other activities, which may include the production and maintenance of templates and other materials that can be implemented by the team.
• From time to time, oversee the creation of presentations and other marketing materials for use by the team.
• Define marketing research needs and commission marketing research, as needed.
• Manage agency providers, consultants, freelancers and other suppliers, including billing, contract negotiation and management.
• Work in close collaboration with Customer Support to provide support materials for the
benefit of our customers and our partners.

- Oversee marketing and associated campaign plans and schedules, maintaining close collaboration with colleagues whose program goals these activities support.
- Maintain an active awareness of Groundswell’s field and state and local markets, including an awareness of key stakeholders, trends, and emerging issues.
- Manage marketing budgets in alignment with organizational policies and best practices.
- Together with Groundswell’s management team, report quarterly on communications strategy, progress, and metrics to the Board.
- Develop funding opportunities to enable innovative new approaches to marketing.
- Be prepared to deliver presentations to the board and our partners on best practices and updates from our campaigns as needed.

**Marketing Partnerships**

- Working in collaboration with management team colleagues, identify and develop marketing partnerships with values-aligned organizations that support and contribute to Groundswell program objectives.
- Onboard and oversee partners, sustaining collaborative relationships in alignment with Groundswell organizational values.
- Track and manage the health of partnerships. From time to time, if the alignment between partnerships and objectives shift, offboard partnerships with respect and gratitude.

**Brand and Design**

- Oversee Groundswell’s visual brand and its implementation, ensuring excellence.
- Direct and manage outside consultants, including design and creative firms, who support the development and implementation of design products including collateral, merchandise, advertising, and other visual media.

**Communications**

- Oversee Groundswell’s brand voice across all media.
- Provide input and guidance, as needed, to Groundswell colleagues to support the implementation of Groundswell’s brand voice across the organization’s activities.
- In consultation with Groundswell colleagues, develop and manage a communications strategy and plan that is aligned with organizational and program-specific goals, milestones, and events.
- Define, measure, and report on communication metrics including sharing insights.
- Lead media engagement, including earned media as well as social media, across all platforms.
- Develop and sustain productive working relationships with reporters, editors, and media outlets in our field and in the communities we serve.
- Develop new communications opportunities and events, bringing an innovative and creative approach to the work.
Manage content creation, including in-house content development as well as outsourced support we may engage from time to time. Content should uplift our stories, including lifting up the stories of local leadership in the communities we serve.

Oversee Groundswell website content, making sure that it is up to date and reflective of Groundswell’s team and work at all times.

Oversee the development of and occasionally draft media releases, stories, and other content.

Provide direction to Groundswell staff and board members and community partners who serve as public spokespeople for the organization, which may include organizing media and speaker training for professional development.

Together with Groundswell’s management team, report quarterly on communications strategy, progress, and metrics to the Board.

Develop funding opportunities to enable innovative new approaches to communications content development and distribution.

**Editorial Direction of stories.groundswell.org, Groundswell’s storytelling platform**

- Oversee the editorial vision of stories.groundswell.org, Groundswell’s in-house storytelling platform, which was created to tell the stories of the people and the communities we serve in celebration of their power, agency, and dignity.
- Oversee editorial content creation, which may include writing stories, commissioning stories from in-house or outsourced writers or from content partners. Editorial content may include stories, events, and videos.
- Curate programs and events, which may include webinars and performances that align with our mission and values.
- Develop content partnerships towards syndicating Groundswell stories to media outlets.
- Develop funding opportunities to expand the reach and impact stories.groundswell.org.

**Overall Management Responsibilities**

As a member of the leadership team at Groundswell, participate in overall management and Groundswell programs and staff:

- Uphold Groundswell’s organizational values and commitment to building a culture of belonging through how we work with each other and how we manage our teams.
- Collaborate with Groundswell colleagues, supporting the advancement of Groundswell’s goals across all program areas.
- Maintain strategic alignment and harmony across Groundswell’s communications activities and marketing campaigns, collateral, events, and other activities.
- Demonstrate prudent management of Groundswell assets, including the development and management of the communications budget.
- Represent Groundswell in public forums, with local government and partner organizations, and in the community, including the development of webinars, blogs, and social media content.
● Support the pursuit of development opportunities aligned with the Groundswell mission.
● Seek opportunities to drive continuous improvement in Groundswell programs, processes, and procedures.
● Identify and respond to emerging risks and opportunities.

Other Duties
This position description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities, and activities may change at any time with or without notice.

SUPERVISION
The Director will report to Groundswell’s Chief Executive Officer (CEO).

SUPERVISORY RESPONSIBILITY
YES, including Groundswell staff and consultants.

WORK ENVIRONMENT
Due to the ongoing COVID-19 pandemic, Groundswell is operating on a fully remote basis through 2020. As such, this position is eligible for remote work, and the Director is expected to have access to a suitable remote work environment including access to a stable Internet connection and a phone. Groundswell will provide a computer for the Director’s use. Following the lifting of pandemic restrictions, this position is eligible for remote work based in any of the metro area locations that Groundswell serves.

This role routinely uses standard office equipment such as computers, phones, photocopiers and scanners, document management systems, project management systems, video conferencing tools, time management systems, and other software and tools.

Groundswell’s work days are Monday through Friday, our workdays are 8 hours, and core hours are 9:30AM to 4:30PM.

TRAVEL
Occasional US travel may be required for this position.

COMPENSATION
This is a full-time position with compensation paid semi-monthly on the 15th and the last day of the month. Total compensation includes salary, benefits including employee and dependent health care, 15 days of paid vacation in addition to holidays, and other benefits.

Salary
The salary for this position will fall within Groundswell’s Director salary range and will be based upon experience. The Director will be required to record all work time, in accordance with Groundswell’s operational practices.
Benefits
The Director may be eligible for the following benefits if you are eligible under the applicable plan documents, which may change from time to time at Groundswell’s discretion:

- Groundswell pays monthly health, dental, vision premiums in accordance with Groundswell’s policy. Groundswell also covers 50% of spouse and dependent(s) covered under the Groundswell healthcare reference plan.
- Retirement benefits: 401 (k) account and commitment to provide 4% matching with immediate vesting. Groundswell will provide you with the ability to participate in the 401(k). Groundswell will not provide the matching benefit unless and until you are eligible under the applicable plan documents.
- $45 per month to reimburse mobile phone use for business purposes.
- $75 per month to reimburse home Internet access for business purposes.
- Fifteen (15) paid vacation days per year; Eight (8) sick days; Two (2) personal days. Vacation and Sick Days accrue at the start of your employment and then restart each year and increase with tenure. Personal days begin after six months of employment. Groundswell provides eight (8) Paid Holidays and a paid Christmas Break (Dec 24– Jan 2).
- Pre-tax benefits such as Smart Benefits, FSA, DCA are also available.

For more information about the organization’s benefits and other personnel policies, Groundswell will provide an orientation.

Groundswell is an equal opportunity employer.

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