



New Energy Nexus - Communications Manager

The Organization

New Energy Nexus is an international organization that supports clean energy entrepreneurs with funds, accelerators and networks. We started in California and have expanded operations into China, India, Southeast Asia, and East Africa. Our mission is to support diverse entrepreneurs to drive innovation and build equity in the global clean energy economy. Our goal is to support 100,000 startups to succeed by 2030 – a decisive decade in our collective struggle with climate change. With our network, we directly boost hundreds of entrepreneurs annually while uplifting thousands more. Since 2004, New Energy Nexus (up until recently known as California Clean Energy Fund) has leveraged \$1.5 billion in investment, invested in over 100 clean energy enterprises, and launched industry leading centers for solution collaboration.

Learn more at www.newenergynexus.com.

The Opportunity

New Energy Nexus is looking for an experienced and creative Communications Manager to tell the world about our exciting and growing organization that supports energy entrepreneurs to succeed. We have more news and great content from offices in 6 countries than we can relate – that is why we need you for strategic communications and awareness raising. We will keep you busy: we want to recruit ever more great entrepreneurs and be connected to all market opportunities for entrepreneurs in the clean energy transition. And we also want to attract investors, donors and partners. The position is ideally based in Oakland, CA (United States) to be co-located with our California chapter but may be remote elsewhere in the United States for the right candidate. Join our team to craft the strategy and tell the story about our work starting up, accelerating, funding and scaling clean energy solutions around the globe!

The Ideal Candidate

We need an experienced communications professional with a knack for telling simple, powerful stories that synthesize complex issues and cut through a crowded media landscape. While you're skilled at developing big picture strategy, you also enjoy the nitty gritty of implementation, turning around copy quickly and getting it out through digital and conventional media channels.

We want a team player with excellent interpersonal communications skills and the ability to work effectively with our staff around the globe and to support them to do their best work. You're



passionate about solving the climate crisis and using enterprise to build better social outcomes. You place a high value on equity, diversity, and inclusion.

We're best saying yes, not what we're against, and telling the how we can achieve 100% for the 100%. If you want to join a dynamic team and get a lot of content out in the world, you want to work with us!

Key Responsibilities:

The Communications Manager will focus on work in three main areas:

1. Implementing communications strategy & supporting us to speak with one voice
 - Using existing frames, messages and talking points help our staff and our board to get the word out in blogs, video, twitter, WeChat and other forms
 - Identify and make the most of communication moments and breaking news opportunities in conjunction with the CEO and a guild of communications colleagues
 - Determine targeted audiences and optimal channels (especially digital) for our entrepreneurs', incubators', accelerators' and chapter organizations' messages to be well received at the right time.
 - Produce messaging briefs for staff, Board and partners around key events or moments.
2. Create communications materials
 - Create (or oversee all aspects of the production of) impactful communications materials for digital media including blogs, short videos, infographics, and other assets
 - Work with the New Energy Nexus team and partner organizations to develop tailored communications material including reports, solicitations for funding opportunities, content for Medium and websites, donor and partner engagement, government and policy maker briefings etc.
 - Maintain our web presence including running the content management system so that we refresh regularly and become a go-to resource on clean energy entrepreneurship
3. Generating content and press profile to build measurable digital media buzz
 - Develop digital media content and templates for colleagues to post and share
 - As needed, pitch media stories to mainstream and industry media outlets
 - Build and maintain relationships with key bloggers, tweeters and influencers
 - Write media releases as needed
 - Create and maintain social media analytics reporting



Qualifications

Specific Skills Required

- Proven ability to conceptualize and execute creative and effective communications strategies including earned and digital media
- Strong writing and editing skills, with an ability to understand energy business issues and communicate them clearly to targeted audiences
- Media relations experience including posting sticky content as well as pitching and landing top tier media
- Proven ability to manage website updates in WordPress
- Understanding of GDPR and other data privacy compliance requirements for marketing database management and mailing campaigns

Valued qualifications

- Ability to create digital media materials (short videos, infographics, etc.)
- Event photography
- Cultural and language competency for non-US markets a plus

How to Apply:

New Energy Nexus values and celebrates diversity among our employees and in our movement and knows that's the way we're going to win big. We are an Equal Opportunity Employer -- all qualified applicants will receive consideration without regard to race, color, religion, gender identity or expression, sexual orientation, national origin, age, disability, family/marital status or veteran status. All qualified candidates are encouraged to apply as soon as possible. We will compensate competitively and have good benefits and a supportive culture. To be considered, please submit your resume and a cover letter expressing your passion for the mission and why you're right for the role. Please submit your application to hello@newenergynexus.com with the subject line email of the application in the following format

New Energy Nexus Communications Manager [First Name] [Last Name].

Applications will be accepted on a rolling basis. Short-listed candidates will be contacted for interviews.