

NOW HIRING

Director of Communications (Remote)

JUST
TRANSITION
FUND

Job Overview

The Just Transition Fund (JTF), a philanthropic initiative housed at Rockefeller Philanthropy Advisor (RPA), seeks a qualified Director of Communications to expand the reach and awareness of the Fund's services and increase the visibility of our work among a range of audiences. Time commitment is 40 hours per week but additional hours are possible during certain periods, such as staff retreats and convenings. Some travel will be required, most often to Washington, DC. and Charlottesville, VA.

The JTF offers a stimulating, fun, and fast-paced virtual work environment for someone interested in learning about philanthropy, energy and economic transition issues. We are a fully virtual team, with the executive director based in Charlottesville, VA, and other staff currently in California, Maryland, Mississippi, New York, North Carolina, and Virginia.

About the Role

JTF seeks a dynamic individual to lead organizational marketing and communications with particular emphasis on the following:

Strategy:

- Develop and lead a sophisticated marketing strategy to reach defined target audiences with high impact messages that move audiences to action.
- Collaborate with the leadership team to develop, optimize, measure and grow Just Transition Fund's campaigns.
- Craft communications strategies that support Just Transition Fund's programs and goals for growth, brand visibility, and impact.
- Ensure that Just Transition Fund's brand position, visual identity, and messaging are clear, compelling, and consistent across various platforms.
- Lead audience growth strategy, including organic, paid, event, and partner acquisition channels.
- Develop Just Transition Fund's thought leadership plan and identify opportunities to enhance the organization's position in the just transition space.
- Ensure the organization's brand and value proposition resonate with and inspire increased investment from and engagement of funder prospects.
- Build and maintain a ladder of engagement that attracts attention to the organization, recruits new supporters.
- Oversee market and trend data analysis; recommend new strategies or adjustments to current programs, campaigns, and content/publication.

Execution:

- Lead content marketing strategy and oversee content development across a wide variety of formats and channels, including video, infographic, blog, podcast, slide deck, and other formats for email, website, social media, fundraising materials, and more.
- Oversee and participate in execution of digital marketing ad spend, including paid social, search, display, and partner channels.
- Explore, test, and iterate new communications technologies and platforms.
- Provide communications support (promotion and amplification) for online and offline Just Transition Fund events, including webinars conferences, workshops and more.
- Use a mix of media to achieve goals (including print and digital, social media platforms, in-person presentations, videos, brochures, etc. to reach and persuade).

Compensation:

Pay range: \$95-135K salary per year. The range listed is one component of the total compensation package for employees.

Qualifications

Required:

- At least 7 years of professional experience in a communications, public relations, or marketing role.
- Excellent written and verbal communication skills, particularly for external audiences.
- Ability to translate technical, policy/government, and media information to accessible and informative resources for the public.
- Self-motivated and able to successfully work remotely and in a fast-paced organization.
- Ability to serve as internal project manager for communications priorities, including working with consultants, contractors, and/or external agency partners.
- B.A. or higher degree in communications, marketing, public relations, or related field; or comparable on the job training experience.

Preferred:

- Experience managing mission-driven communications for nonprofits.
- Proficiency in Google Workspace, MailChimp, and Adobe Creative Suite.
- Familiarity with the philanthropic, economic development, and/or environmental sectors.

About the Just Transition Fund

The JTF is on a mission to create economic opportunity for the frontline communities and workers hardest hit by the nation's transition away from coal. Established in 2015, the JTF works with a broad range of stakeholders to help strengthen local economies by promoting inclusive and equitable growth. We believe in place-based economic development strategies that support local entrepreneurs, build on community assets, and prioritize support for the coal-affected areas of the U.S. that are experiencing the most distress.

APPLY NOW

justtransitionfund.org/director-of-communications

