

SOLAR FOR ALL JOB DESCRIPTION EXAMPLE FOR STATES

Communications Manager, Solar for All

This position is one of several position descriptions for jobs relating to Solar for All posted on the Clean Energy States Alliance [Solar for All webpage](#). It is not necessarily an active job description, but an example for other states to use for their own recruiting purposes.

Location: Houston, TX

Working Title: Communications Manager, Solar for All

Agency: Clean Energy Fund of Texas, Inc

Salary: \$75,000.00/yr - \$85,000.00/yr

Summary

As the Communications Manager, you will play a pivotal role in spearheading our SFA program communications. Reporting directly to the SFA Program Director, you will be responsible for developing and executing a comprehensive communications strategy that supports the program's goals. You will work closely with executive-level and program staff to develop and design compelling digital and print materials for public audiences. You will develop and implement a comprehensive communications strategy, including the strategic communications planning, information campaigns, programmatic messaging and marketing materials, stakeholder engagement strategies, and website content oversight.

The ideal candidate will have a creative and strategic mindset, effective communication skills across platforms, and a passion for advancing clean energy accessibility.

Examples of Duties

Program Support & Outreach Strategy

- Plan, develop and implement marketing and communications strategies that align with the CEFTX brand and increase SFA program engagement, including social media, print and digital content, website, email marketing, public relations, newsletters, collateral and advertising.
- Develop and implement creative public engagement initiatives to foster interest in CEFTX projects, plans, and programs.
- Provide comprehensive support to the Governance Board, including meeting coordination, communication, and relationship management.

- Research and develop innovative outreach methods to reach diverse target audiences and stakeholders, leveraging technological advancements, outreach organizations, advertising, and audience trends.

Content Development & Management

- Serve as the lead writer and editor for a range of internal and external communications, including technical and nontechnical documents, presentations, and social media content.
- Manage and develops content for the program's webpage and organization's social media accounts; coordinate social media strategies and special digital campaigns as needed.

Public Relations & External Communications

- Identify opportunities for new content and public relations-based projects that drive program objectives.
- Uphold organization image standards and act as quality control for correspondence, communications, and public-facing documents
- In coordination with the Program Director, plan and administer community outreach and initiate new collaborations aligned with the program objections
- Provide strategic advice, support executive leadership with media and speaking engagements, and coordinate community outreach initiatives.

Minimum Qualifications Required

Core Qualifications

- 3+ years of professional experience in communications or marketing departments, preferences within a nonprofit or philanthropic organization
- Experience creating and implementing marketing and communications strategic plans
- Knowledge of clean energy programs or policies within the U.S., with the ability to create content that effectively explains technical or regulatory concepts to diverse audiences
- Effective communicator across platforms; written, presentation, verbal, and interpersonal
- Proficiency with Microsoft Office Suite (PowerPoint, Excel, and Word)
- Project management skills, including the ability to develop work plans and effectively organize projects with others, establish goals and timelines, clarify mutual expectations, and evaluate results
- Passion for clean energy and a commitment to advancing sustainability and environmental stewardship

Preferred Qualifications

- Experience creating content of clean energy programs or policies that effectively explains concepts to diverse audiences
- Experience with desktop publishing and layout applications such as Adobe InDesign or Canva

- Experience with federal grant programs and communication strategies to effectively explain complex regulatory requirements to a public audience
- Ability to read, write and speak Spanish proficiently

Work Environment

Our Commitment to Diversity and Inclusion

We are an Equal Opportunity Employer that is committed to an inclusive, collaborative, and respectful workplace. We recognize that each team member brings unique abilities that contribute to our overall success. We don't discriminate based on race, color, religion, sex, gender identity, sexual orientation, age, disability, national origin, veteran status, or any other basis covered by appropriate law. All employment decisions are based on qualifications, merit, and business needs.

We're committed to providing the best experience for all candidates, and we can offer accommodations or adjustments at any stage of the recruitment process. Please email careers@txcef.org to request accommodation during the hiring process.

Salary & Benefits

The expected annual salary range for this position is \$75,000-\$85,000, commensurate with qualifications and location. We offer competitive benefits, including 100% comprehensive health care coverage for employees (medical, dental, and vision), at least 90% employer contribution toward health care coverage for dependents; work-from-home reimbursements (internet, phone, office set up), up to 3% employer match to 401K, 14 paid holidays plus 3 weeks of vacation, 5 sick days, and paid parental and caregiver leaves.

This role is a remote opportunity and open to applicants across the United States, with a preference for those based in the communities we serve. Currently, we have team members in Houston and Austin. Occasional travel may be required for meetings, conferences, and other external engagements.

To Apply:

https://www.linkedin.com/jobs/view/4063532922/?alternateChannel=search&refId=f1RcKXRNGjLfelGHMtpMoQ%3D%3D&trackingId=8cE6%2B2nFaXi94t7dfqfxIA%3D%3D&trk=d_flagship3_search_srp_jobs