



Solar United Neighbors

VP of Communications and Marketing

Remote, USA



Background

Solar United Neighbors (SUN) is a national 501(c)3 nonprofit that started more than 15 years ago with a simple question: "[Mom, can we go solar?](#)" Since then, we've helped tens of thousands of people benefit from solar energy. We are dedicated to creating a clean, equitable, resilient energy system that benefits everyone. We help communities figure out the local barriers to solar. Then we support them to put plans into action and overcome those barriers.

Our approach is simple and pragmatic:

1. Help a local partner develop a solar pilot project.
2. Together, learn from the pilot project to identify the specific local barriers to scaling.
3. Work with local partners to address local barriers.
4. Expand the number of projects and beneficiaries with another project cycle.
5. Refine and expand solutions, such as financing, policy framework, education.

We call this our theory of change. We help people go solar, join together, and fight for our energy rights. And then we repeat the process again and again until we've transformed our energy system.

Currently, SUN is in a period of major growth and transformation. We've gone from 45 employees at the start of 2022 to 63 employees (and we're still growing!). Our budget has increased from \$6 million to \$11 million over the same period. We run on-the-ground programming in 12 states plus Washington, DC and Puerto Rico, and we have grown a full national program of technical assistance, community building, education, and advocacy. At the start of 2022, our mailing list was roughly 300,000 people. Our list now includes over 880,000 solar owners fighting for a more equitable and democratic energy system. We expect to keep growing rapidly for the next several years.

Position

SUN is seeking an entrepreneurial, results-driven, and experienced leader to drive the next chapter of SUN's marketing, communications, and digital strategies. With a constantly growing list of nearly 900,000 individuals, digital strategy and implementation is a core part of the work. The VP of Communications and Marketing will bring substantial professional experience to SUN. This individual will be comfortable working in a rapidly growing organization and will be adept at driving the strategic growth of the department while ensuring the team is implementing day-to-day tasks. The VP will cultivate, coach, and lead a team of nine marketing, communications, and digital staff. The VP will report to the Executive Director and will serve on the Executive Team.



Responsibilities include:

- Develop and execute comprehensive marketing and communication strategies to promote SUN's mission and initiatives in the renewable energy and solar advocacy space. This includes:
 - Driving a national narrative shift about clean energy, and especially solar, to highlight its local benefits.
 - Implementing consistent public messaging across the organization.
 - Creating and managing standardized marketing and communication processes, including operating procedures and quality assurance.
 - Collaborating with other departments to lead a series of high-profile marketing and advocacy campaigns that position SUN as the go-to NGO for community-based rooftop solar projects across the US.
 - Developing strategies to communicate complex energy issues.
 - Increasing awareness of SUN and strengthening the organization's brand identity with solar owners, supporters, and other key stakeholders.
- Oversee the team leading digital marketing efforts, including website management, social media campaigns, and online content creation to increase awareness and engagement.
- Cultivate, coach, and lead the marketing, communications, and digital teams.
- Manage public relations activities, including building relationships with media outlets, responding to media inquiries, and proactively seeking opportunities for media coverage.
 - Serve as a spokesperson for SUN, representing its interests in media interviews, public speaking engagements, and industry events.
- Develop and manage SUN's crisis communication plan and effectively address any reputational issues that may arise.
- Stay abreast of industry trends, policy developments, and technological advancements in the solar and renewable energy sectors to inform the organization's messaging and initiatives.
- Collaborate with state policy teams to align SUN's communication efforts with advocacy initiatives and policy goals across the organization.
- Grow and oversee the management of SUN's digital database and mobilize this list effectively for advocacy and fundraising.
- Oversee effective management of SUN and SUN Action's (c)3/(c)4 email list and sharing agreement.
- Serve as a member of SUN's Executive Team. This role involves:
 - Serving as a role model and leader within the organization.
 - Being a champion for SUN's culture and values – inside and outside the organization.

- Proactively assessing and improving employee morale.
- Proactively assessing and improving relationships and working efficiency across departments.

Qualifications include:

- At least 8 years of experience in communications and marketing, with meaningful experience in digital media.
- At least 5 years in leadership roles, with at least 2 years managing at a multi-tiered level (i.e. your direct reports have their own direct reports).
- Experience leading issue-based marketing, communications, or digital initiatives with a demonstrated track record of significant campaign success.
- Strong management skills with an ability to help a team set goals, define roles, and prioritize growth and development.
- Track record of data-driven decision-making.
- Ability to manage a remote team and work effectively across departments.
- Experience hiring and managing external firms to provide additional capacity and/or expertise when needed.
- Ability to learn and communicate about complex and technical topics.
- Strong writing and public speaking skills.
- Experience working on clean energy issues and/or advocacy issues, is a plus.
- Spanish-fluency is also a plus.

Salary and Benefits

The salary range is \$150K-\$200K depending on experience. Employee benefits include health insurance, 401(k) retirement with match after 1 year, professional development, generous holiday leave, generous wellness leave and family leave, flexible work hours, and remote work options.

Location and Travel

This position can be located anywhere in the United States. If you're in the D.C. area, our office is in a bright, sunlit building near the Dupont Circle metro station. You will not be required to go to the office every day. If you live somewhere else, we have Slack and video conferencing to keep us connected.

Travel requirements for this position will be moderate. Aside from an annual all-staff retreat and regional retreats, there will be opportunities to represent SUN at national conferences and opportunities to join the Executive Director/Deputy Executive Director on trips to SUN programs and events.

Diversity and inclusion are crucial to our mission, and we are committed to cultivating a team that reflects the communities we serve. Solar United Neighbors is an equal opportunity employer. We do not discriminate and will take affirmative measures to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, promotions, and other conditions of employment against any employee or job applicant on the bases of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression. To be considered, applicants must be eligible to live and work in the United States. We are unable to sponsor work authorization for this position.

This position description is based upon material provided by Solar United Neighbors.

To apply for this position, please click [HERE](#).

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