

The Climate Trust - Position Description

Position Title: Marketing & Communications Manager

Reports to: President

Position Summary

Join an established environmental non-profit organization to build a new marketing program that communicates the importance of urgent action to solve climate change, one of the most complex and challenging issues of our generation. If society acts in a comprehensive way in the next five years, we may be able to avoid anticipated severe climate-related impacts and much higher societal costs.

The Climate Trust is seeking an experienced marketing manager capable of building and leading our new marketing plan. The experienced marketing manager will be responsible for all aspects of the plan implementation including marketing message and material development, completing a new website, “new media” support, event and conference planning, media relations, publication editing, and distribution list management. In addition, the marketing manager will support the revenue generation team to develop proposals and sales collateral.

Duties & Responsibilities

Major Responsibilities
<p>(1) The marketing manager will work closely with the President to set the marketing strategy for the organization’s three year business plan.</p> <p>(2) This is a very hands-on position responsible for completing all marketing functions and deliverables in a high quality and timely manner within budget constraints.</p> <p>Specific responsibilities:</p> <ul style="list-style-type: none">• <u>Marketing</u>: Developing and implementing annual marketing and communications plans for the organization including the design of marketing materials, core messages, branding strategies, and planning events and conferences. The Climate Trust audiences include businesses, utilities, government agencies, and project partners in the agriculture, renewable energy, forestry, energy efficiency and transportation sectors, as well as foundations and other donors. Overseeing subcontractor relationships and efficiently managing external contact lists used in our outreach efforts. Track marketing metrics and ensure cost effective results within budget constraints.

- Website and New Media: Launching a new website which is currently in design. Managing day to day website updates including content development, video, blogs, Facebook, partner links and other new media for all core audiences. Envisioning ways to leverage partners to achieve all of our marketing objectives including new media and content.
- Revenue Support: Creating sales collateral, modular proposal content, and supporting the revenue development team and proposal processes. Assisting with finding new revenue opportunities for marketing activities and directly engaging clients with The Climate Trust's program staff to meet client marketing and media objectives linked to revenue development and programs.
- Publications: Providing publication design and editorial support to technical program staff. Managing the timely production of the annual report, board updates, articles, case studies, policy papers, newsletters and reports. Working with technical staff to develop regular articles/publications that highlight the work of the organization and our partners, and place these prominently in external publications or online.
- Media Relations: Managing all press and publicity activities working with the President and staff. Writing and distributing press releases, respond to press inquiries, develop relationships with members of the media, and maintain a press distribution list. Coordinating press events and other promotion activities.

Leadership and Staff Management

- Be an innovative thinker and resource to match The Climate Trust's objectives with those of our audiences to achieve maximum impact.
- Work as an integral part of the revenue team particularly to understand client needs and integrate those needs into our marketing strategy and plan implementation.
- Serve as one of the primary spokespersons for the organization representing The Climate Trust in external communications.
- Provide motivation to rally the team to meet the goals of The Climate Trust's three year business plan.

Qualifications

Required Talents

- Bachelor's degree in marketing with a preference for a master's degree, and at least 8 years of marketing experience
- Enthusiastic and energetic individual with the ability to think strategically about marketing particularly when climate change needs more media attention.

- Proven record of success in implementing comprehensive marketing plans.
- Extremely articulate communicator including the ability to communicate complex environmental issues verbally and in writing to various audiences.
- Excellent prioritization and planning skills required to manage multiple activities and to efficiently meet deadlines within budget constraints.
- Ability to quickly understand client or stakeholder motivations and to communicate TCT program benefits clearly to clients and partners.
- Experience with all marketing tools including new media, publications, events and media relations preferably with B2B clients regarding environment issues.
- Strong communications, negotiations and persuasion skills working with leaders in business, government and/or philanthropy.

Preferred Talents

- Understanding of climate mitigation, climate resiliency or environmental markets particularly in the renewable energy, agriculture, energy efficiency, transportation, or other related sectors is strongly preferred.
- Experience in growing an organization in an entrepreneurial environment.
- Experience managing environmentally oriented marketing campaigns particularly targeting rural agricultural stakeholders and policy makers

Personal Attributes and The Climate Trust Principles

Personal Attributes

- Ability to distill client and prospect needs into effective marketing programs that enables the organization to meet short-term and long-term goals.
- Teamwork orientation and positive outlook that encourages optimism for growth plans in a highly dynamic and changing environment.
- Self motivated and organized leader that easily filters and recognizes opportunities and turns opportunities into value for the organization.

The Climate Trust Mission and Principles - The Climate Trust's mission is to provide expertise, financing, and inspiration to accelerate innovative climate solutions that endure. Our core beliefs are below.

- **Collective action.** We develop productive partnerships with public, private, and nonprofit organizations, and their stakeholders, that serve as models of collective action.
- **Integrity.** We uphold the highest level of integrity in our work, business transactions and partnerships.
- **Innovation.** We continually strive to find, develop, and promote new services, technologies, and processes, and so we manage and tolerate higher levels of risk as a result.
- **Service.** We are passionate about providing excellent service to our partners,

our communities, and our planet that result in meaningful, quantifiable, and enduring impacts.

- **Stewardship.** We are responsible stewards of precious global resources—natural, financial, and human—for the benefit of current and future generations.
- **Sustainability.** We promote environmental, economic, and social sustainability, beginning with our own actions.

Compensation

Salary is commensurate with experience. The Climate Trust offers a highly competitive benefits package, including medical, dental and vision insurance; three weeks of vacation; flexible work hours; a 401K plan; and a bus/bike incentive program.

How to Apply

Please e-mail a résumé and cover letter to jobs@climatetrust.org. Please include “Marketing-Communications” in the subject line.

Applications will be processed on a rolling basis until the position is filled. No phone calls please. The Climate Trust is an equal opportunity employer.