



Senior Director for Communications and Marketing
Washington, DC

A Catalyst for Energy Efficiency

The American Council for an Energy-Efficient Economy (ACEEE) is a national nonprofit working to build a clean energy future. It sees the efficient use of energy as critical to addressing climate change, producing a vibrant economy, and improving both our environment and public health. Founded in 1980 by leading energy researchers, ACEEE is widely recognized as America's center of expertise on energy efficiency. Its reputation is based on the quality, credibility, and relevance of its work, as well as its nonpartisan approach.

Over the last 42 years, the United States has made significant strides in improving energy efficiency. Yet enormous opportunities remain. ACEEE is working to overcome barriers and accelerate the pace of efficiency gains in order to help consumers, create jobs, grow the economy, increase resilience, and mitigate climate change. ACEEE's thorough, externally-reviewed technical work is widely relied on by decision-makers and the media as they seek to understand and guide the country toward an energy-efficient future.



ACEEE's Strategy

To advance smart and sustainable use of energy, ACEEE conducts research to establish and promote the economic, climate, health, and equity benefits of energy efficiency. ACEEE research explores energy-saving strategies in buildings, equipment, utilities, factories, power plants, transportation, and consumer behavior. As the top convener of energy efficiency professionals, ACEEE also brings together utility managers, regulators, government officials, academic researchers, and advocates around the country to spark discussion and solutions. Building on its research and outreach, ACEEE helps policymakers at the local, state, national, and international levels develop effective policies and programs that save vast amounts of energy and reduce harmful greenhouse gas emissions.

ACEEE's Culture

ACEEE's organizational culture is collaborative, team-oriented, and mission-driven. Staff work at an energetic pace in an entrepreneurial environment that offers opportunities for professional growth and development. There is a high degree of workplace flexibility, with an emphasis on results, making ACEEE an enjoyable and fulfilling place to work. ACEEE is committed to fostering a culture of diversity, equity, and inclusion and integrating equity into research and policy efforts.



The Opportunity

ACEEE seeks a Senior Director for Communications and Marketing to lead the organization's strategic communications, branding, messaging, outreach, and, ensuring that ACEEE's work is delivered clearly and effectively to its target audiences. These audiences include policymakers, opinion leaders, advocates, researchers, and energy professionals from business, finance, and utilities. Reporting to the Executive Director, the Senior Director works to increase the impact of ACEEE's research and analysis by leading an integrated strategy that includes social media, visual storytelling, and events to a wide range of traditional and net partners.

- ❖ Provide leadership for the organization's communications and marketing efforts, providing direct supervision to staff, driving increased visibility for ACEEE, and furthering their impact and influence.
- ❖ Oversee many of ACEEE's external-facing activities, including outreach to partners and stakeholders, website management, publications, conferences, and media relations.
- ❖ Oversee ACEEE conference functions, including strategic direction, development of

program materials, a strategic marketing and communications plan, and standard operating procedures for events.

- ❖ Lead brand strategy and management, ensuring ACEEE's brand is clear and consistent across all activities and resonates with target audiences.
- ❖ Develop and lead a strategic communications and marketing plan to drive visibility of ACEEE research and policy work.
- ❖ Represent ACEEE externally to media, vendors, stakeholders, funders, and the energy efficiency community.
- ❖ Oversee conference, publication, and editorial timelines and budgets.
- ❖ Develop new initiatives with external partners and stakeholders to leverage ACEEE's outreach efforts, such as media partnerships and co-publication of research products.
- ❖ Engage with funders and help to develop proposals to secure financial support for outreach to stakeholders and engagement with new partners.
- ❖ Serve as a member of the executive team, participating in strategic decision-making for the organization.



The Candidate

The ideal Senior Director for Communications and Marketing will be responsible for strategizing, directing, designing, and implementing effective marketing and communications that will help to build ACEEE's impact in the broader environmental space.

The ideal candidate will have:

Background

- ❖ 10-15 years of communications or marketing experience, with at least 5 years at the Director-level or above with responsibility for managing a function, team, and budget.
- ❖ Bachelor's degree or advanced degree in communications, business, marketing, or social sciences is preferred.

Key Competencies

- ❖ Creative and collaborative self-starter with excellent interpersonal skills and a sense of humor.
- ❖ High level of energy, exceptional maturity, leadership experience, and supervisory acumen.
- ❖ Previous experience playing a senior role in strategic planning with key critical thinking skills.
- ❖ Excellent writing and editing skills to ensure materials are produced at the highest quality.

- ❖ Strong sense of visual storytelling to highlight the impact of ACEEE's work.
- ❖ Advanced understanding of social media with the intent to expand the audience reach.
- ❖ An understanding of the importance diversity, equity, inclusion, and justice play in the health of an organization.
- ❖ Experience with environmental issues is strongly preferred.

Minimum Requirements

- ❖ Ability to oversee communications and conferences at both the strategic and tactical levels.
- ❖ Excellent project management skills with meticulous attention to both details and deadlines.
- ❖ Strong diplomatic skills and experience engaging stakeholders and partners, building consensus, and bringing diverse groups together throughout the process.
- ❖ Demonstrated experience developing comprehensive and strategic marketing plans and meeting organizational deliverables within a strategic plan.
- ❖ Demonstrated ability and aptitude in using Microsoft Office products.



To learn more and to submit an application, please visit <https://driwaterstonehc.com/ACEEE/senior-director-for-communications-and-marketing/>

All first-round interviews for this position will take place via video conference with DRiWaterstone Human Capital.

DRiWaterstone is an executive search firm that recruits senior leaders for nonprofit and social enterprise organizations.

ACEEE provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.