



Senior Director for Communications and Marketing  
Washington, DC





# The Opportunity

ACEEE seeks a Senior Director for Communications and Marketing to lead the organization's strategic communications, branding, messaging, and outreach and ensure 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 new partners.

- ❖ Provide leadership for the organization's communications and marketing efforts, providing direct supervision to staff, driving increased visibility for ACEEE.
- ❖ 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, and a strategic marketing and communications plan.
- ❖ 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.
- ❖ Implement comprehensive marketing initiatives to increase audience for ACEEE conferences and initiatives.
- ❖ Oversee conference, publication, and editorial timelines and budgets.
- ❖ Develop new initiatives to leverage ACEEE's outreach efforts, such as media partnerships and co-publication of research products.
- ❖ Engage with funders and help develop proposals to secure financial support for outreach to stakeholders and engagement with new partners.
- ❖ As a member of the ACEEE executive team, collaborate with managers, directors, and executive team members on issues related to organizational planning, implementation of organizational policies, and strategic decision-making for the organization.



# The Candidate

The Senior Director for Communications and Marketing will help 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 and 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, including how to expand the audience reach.
- ❖ An understanding of how diversity, equity, inclusion, and justice (DEIJ) play a critical role in the health of an organization and demonstrated experience incorporating DEIJ in communications and related programs.
- ❖ Experience with environmental issues is strongly preferred.

## Minimum Requirements

- ❖ Ability to oversee communications and conferences at both the strategic and tactical levels.
- ❖ Proven ability to build, manage, mentor and lead a team to success.
- ❖ 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.