



JOB ANNOUNCEMENT: STRATEGIC COMMUNICATIONS DIRECTOR

October 2018

The Institute for Energy Economics and Financial Analysis is seeking candidates to fill the newly-created position of Strategic Communications Director.

Background on the Institute for Energy Economics and Financial Analysis (IEEFA)

IEEFA conducts research and analysis on financial and economic issues related to energy and the environment. The organization's mission is to accelerate the transition to a diverse, sustainable and profitable energy economy and to reduce dependence on coal and other non-renewable energy resources.

IEEFA produces a significant volume of original research products, as well as ongoing analysis and reports on issues affecting energy industries across the globe. We are deeply involved in international coal finance issues and work closely with a variety of advocacy organizations globally. IEEFA's major research reports, daily commentaries and press coverage can be found on our website: www.ieefa.org.

Key personnel are located in several U.S. cities, Hong Kong, Jakarta, Manila, London and Sydney, and we are headquartered in Cleveland, OH. We prefer that the strategic communications director be located in New York City or Cleveland, though we would consider outstanding applicants from other locations in the eastern U.S. time zone.

IEEFA taps into a substantial media appetite for timely, informed research on changing energy markets. Over the past year, IEEFA's media presence has included coverage by [*The New York Times*](#), [*Bloomberg News*](#), [*Financial Times*](#), [*The Indo Asian News Service*](#), [*The Guardian*](#), [*The Associated Press*](#), [*Reuters*](#), [*Mongabay*](#), [*The Intercept*](#) and [*The Canadian Press*](#). Between August 2017 and August 2018, IEEFA was quoted in over 5,800 articles (and pickups of articles) around the world. Subscribers to our daily and weekly newsletters include financial industry analysts, energy experts, journalists, environmental advocates and philanthropists.

Roles and Responsibilities of the Strategic Communications Director

We are seeking an experienced communications professional who can provide strategic leadership to expand and enhance the impact of IEEFA's written materials. The director will lead and manage a team including editors, writers and designers, and will work closely with IEEFA analysts around the globe who produce our research.

The director will identify new opportunities for media coverage, respond to and manage demand for IEEFA's expertise, and build relationships with media outlets. S/he will ensure

that all published materials adhere to high professional standards, while reflecting the political and social nuance appropriate to IEEFA's varied audiences.

Responsibilities

1. Serve as an integral part of IEEFA's senior team, helping to develop strategies that will increase the organization's impact;
2. Manage a team of communications professionals, located and working across the globe;
3. Develop specific release strategies for all major reports, including a plan for the development of ancillary materials such as blogs, commentaries, op-eds and press outreach;
4. When appropriate, organize press events and serve as IEEFA's press contact for them;
5. Take an active role in writing and editing IEEFA materials;
6. Work with the IEEFA website team to ensure that the IEEFA website is maintained professionally, securely and on deadline;
7. Work with IEEFA staff to optimize how effectively the website reaches journalists and other audiences, expanding its influence as a "go-to" source for all audiences engaged in energy transition;
8. Maintain a working knowledge of how our work, and related work, is being covered and leverage this to increase the effectiveness of our outreach efforts;
9. Develop and maintain relationships among trade press, including publications that focus on finance, municipal bonds, coal, energy, electricity and other relevant fields;
10. Invest in building IEEFA's social media presence;
11. Work collaboratively and collegially with IEEFA staff and consultants to ensure the highest caliber of output and impact.

Qualifications

We are seeking a professional who has:

- Strong, demonstrated experience devising and executing communications strategies toward media coverage and dissemination of materials to key audiences;
- Excellent writing and editing skills;
- Good judgment;
- Strong understanding of financial and/or energy issues and the knowledge of how to convey these issues to audiences both broad and specialized;
- Staff management experience;
- Strong interpersonal skills;
- Demonstrated ability to work effectively as part of a team;
- The dedication, drive and discipline to meet organizational and team demands while working and communicating at a distance;
- Some existing set of media relationships in relevant areas;
- A strong command of information technology;
- Political acumen;
- A strong commitment to our work.

Minorities and women are especially encouraged to apply.

The strategic communications director will report to the executive director (located in Cleveland) and will work closely with all IEEFA personnel. Some travel will be required, particularly to New York City. Due to IEEFA's international nature, this position will require availability for some evening or weekend hours as needed.

This position has a competitive salary and benefits package, commensurate with the applicant's level of experience.

To Apply

Candidates must have a bachelor's degree and at least five years of relevant experience.

Interested persons should provide a resume, cover letter, a writing sample and salary requirements to:

Sandy Buchanan, Executive Director
Institute for Energy Economics and Financial Analysis
positions@ieefa.org

All submissions should be by email with the phrase "IEEFA Strategic Comms Director Search" in the subject line. No phone calls please.

The submission deadline is November 16, 2018.