



Media Relations Manager (Remote)

The Institute for Energy Economics and Financial Analysis (IEEFA) is seeking a talented communications professional to become our Media Relations Manager. With a passion for the energy transition and all things media-related, you will be a key partner in helping IEEFA's communications team increase its real-world impact.

About IEEFA

The Institute for Energy Economics and Financial Analysis (IEEFA) examines issues related to energy markets, trends and policies. The Institute's mission is to accelerate the transition to a diverse, sustainable and profitable energy economy. IEEFA's reports, commentaries and press coverage can be found on our website, at www.ieefa.org.

IEEFA produces a substantial volume of original research on changing energy markets across the globe. In 2020, our work was covered in over 6,000 news articles worldwide.

Roles and Responsibilities

As the media relations manager, you will have an opportunity to build relationships with leading influencers in the energy and finance worlds and help us accelerate the energy transition in the U.S. and globally. You are an accomplished professional with demonstrated success in pitching and placing media coverage for nonprofits, research or policy organizations. You will be a central member of IEEFA's communications team to promote our visibility and reputation among influential mainstream, trade, and environmental media across channels.

The manager will be responsible for expanding media coverage as well as developing and implementing an effective media strategy. You will also manage daily press queries and connect reporters with IEEFA experts and provide background.

Required Qualifications

- 4+ years of managing media relations for a nonprofit institution or organization.
- Experience cultivating and engaging reporters, editors, and bookers.
- Skilled at drafting press materials including releases, alerts, explainers and backgrounders.
- Success in eliciting coverage, placing op-eds, and securing speaking opportunities.
- Ability to update, expand and segment IEEFA's media contacts.
- Capacity to gather regular analytics and improve the impact of outreach efforts.
- Superlative oral and written communication skills with a knack for streamlining cohesive narratives.
- Experience developing key messages and reporter outreach via social media.
- Ability to work collaboratively with advocacy and nonprofit communications teams.
- Intellectual curiosity and genuine interest in the energy transition and related environmental, climate, and social issues.

- Fluent in Microsoft Office suite, familiarity with Adobe a plus.
- Bachelor's degree required; major in communications, journalism, economics, or related discipline helpful.

Work Schedule: Full-time, 40 hours/week. General hours are Monday-Friday 9am-5pm. Occasional evening or weekend work may be required.

Reports To: Director of Strategic Communications.

EOE: We are an equal opportunity employer and value diversity, equity and inclusion at IEEFA. Minorities and women are especially encouraged to apply. We are committed to providing all employees with a work environment free from discrimination and harassment. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, pregnancy/parental status or disability status.

Physical Demands and Work Environment: The Media Relations Manager will work remotely but should preferably be based in the Eastern U.S. time zone. Must be able to work for prolonged periods at a computer. Computer work can involve repetitive motion, eyestrain, back and neck strain.

Salary Range: \$45,000-\$60,000. Salary commensurate with experience.

Benefits: A competitive benefits package including health, dental and vision insurance, vacation leave (20 days per year), sick and safe leave (10 days per year), 12 paid holidays per year, 401(k) Safe Harbor Plan after 6 months employment.

To Apply: Interested candidates should submit a resume and two writing samples by **Monday, March 5, 2021** to: positions@ieefa.org with "Media Relations Manager" in the subject line. Short-listed candidates will be asked to take a short writing test.