



Bilingual Visual Communications and Marketing Manager

Do you want to advance racial and economic justice and empower people to save energy and green their communities? Join an innovative young nonprofit organization, All In Energy, with a mission to accelerate an *inclusive* clean energy economy. We work hand-in-hand with cities and local organizations to run community outreach campaigns that increase access to energy-saving programs and affordable renewable energy, especially for renters, low-to-moderate income households, non-English speakers, and small businesses. These programs help families and small business owners save money, make their homes/businesses healthier, and combat climate change. We leverage this work to increase opportunities for diverse, multilingual talent to access careers in the clean energy industry. We recently expanded to support 30+ communities across Massachusetts.

We are seeking an organized, motivated, fully bilingual (Spanish & English) Visual Communications Manager who thrives in a fast-paced environment and enjoys creating visually-appealing outreach materials for diverse audiences to join our hardworking team of changemakers. Your role will be to support the bilingual communications needs of our community outreach efforts, maintain our website and social media presences, and support our individual fundraising efforts through donor communications.

This is an exciting opportunity to expand the bilingual communications capabilities of a young and innovative nonprofit organization to ensure residents in historically underserved communities benefit from our state's efforts to green our communities and combat climate change.

Key Responsibilities:

- **Develop bilingual outreach materials to engage residents and small businesses to participate in energy-related programs, in collaboration with your team**, including written materials like press releases and letters, graphic designs like flyers and newspaper ads, content for social media and websites, and short videos. You will ensure alignment of messaging and branding across programs, while being responsive to local needs for customization from community partners.
- **Coordinate communications strategies with partners to advance our work in communities.** Partners include municipalities, nonprofits, energy-program vendors, and local gas and electric utilities. You will also coordinate review and approval of materials by partners and will manage content across multiple All In Energy and partner-owned websites
- **Manage a small communications and marketing team** (2-4 staff and interns) to meet the marketing and communications needs of our organization and community partners.



You will also develop and maintain organized systems and processes to facilitate transparency and collaboration within All In Energy and with our partners.

- **Test and evaluate communications materials and strategies to improve our ability to engage target audiences.** You will integrate systems for tracking effectiveness of communications materials and channels in driving action and adjust strategies and materials based on learnings.
- **Tell our story to inspire action and support among stakeholders.** This includes, helping to capture and tell stories of our work to build awareness and generate excitement about our mission and support the success of our communities; maintaining our website, social media pages, donor communications and other externally facing materials; and engaging donors to deepen their commitment to our mission through regular communications and periodic fundraising events.

Qualifications:

- Passionately embrace the mission of All In Energy with a strong commitment to addressing global climate change, equitable clean energy access, or economic and environmental justice.
- Bilingual in English and Spanish, both written and spoken.
- 1-3 years relevant professional experience; can include professional internships.
- Excellent visual communications and design capabilities.
- Experience creating a wide range of digital and print communications materials.
- Experience using design tools such as Canva, Adobe Illustrator, or Photoshop.
- Ability to write clearly and concisely for general audiences.
- Experience living or working in low-to-moderate income and/or majority-minority communities.
- Experience managing social media content.
- Proven ability to take initiative, learn quickly and creatively problem solve.
- Strong attention to detail and ability to create and maintain clear organizational systems.
- Ability to prioritize and manage multiple tasks to meet deadlines.
- Comfortable working independently and as a part of a small, nimble team.

Preferred qualifications:

- Volunteer, staff or intern management experience
- Knowledge of website design and video creation.
- Experience using tracking tools (e.g. QR codes, coupon codes, unique URLs) and analysis tools (e.g. Google analytics) to understand the effectiveness of communications materials, social media or websites
- Public speaking or presentation experience.
- Comfortable asking people for money for a cause you care about.



Hours and Compensation:

- Full time or part-time candidates will be considered.
- The position's term is for six months (negotiable), with a potential to extend to a permanent position
- Salary \$40,000-\$50,000 annually, commensurate with experience.
- Additional benefits include flexible schedule, paid sick time and vacation time, flexible working location, and a health care stipend. Work from home is possible, even in non-COVID times, with periodic meetings in Boston. We also have access to a shared workspace near BU Central Green Line T Station in Boston.

COVID19 Vaccination Policy

In line with All In Energy's values to support the health and resilience of our staff, partners and communities, we require all new hires to be fully vaccinated for COVID-19 as a condition of hire. All In Energy follows the CDC definition of "Full vaccination" which may change overtime. Requests for an exemption and reasonable accommodation due to a medical disability or a sincerely held religious belief will be evaluated on a case-by-case basis and consistent with applicable law.

All In Energy is an equal opportunity employer who values diversity. In particular, we're dedicated to broadening opportunities for individuals from demographic groups that are historically underrepresented in the clean energy economy. We're committed to building an inclusive workplace culture where talented people of widely diverse backgrounds can thrive. We are actively seeking people who bring diverse backgrounds and perspectives to join us in this work.

To apply, please email a brief cover letter and resume to careers@allinenergy.org with the subject line "Visual Communications Manager Application."