



JOB ANNOUNCEMENT
ALLIANCE FOR TRANSPORTATION ELECTRIFICATION (ATE)
Director of Communications and Member Engagement

About ATE:

The Alliance for Transportation Electrification (ATE) is a national 501(c)(6) non-profit established to advocate for an accelerated pace of clean transportation at the state level. We formed in 2018 to bring together a broad set of stakeholders to work cohesively to remove barriers to EV adoption and catalyze infrastructure deployment at scale. We engage with state public utility commissions and other state agencies in filings and workshops for electric vehicle programs, with particular emphasis on open standards and interoperability, while partnering with others that focus on the local and federal levels. ATE plays a unique and important role in the national EV landscape and is entering a new phase of growth and increased impact. We currently have about 60 members, including electric utilities, auto and bus manufacturers, EV charging companies, as well as trade associations and NGOs.

Opportunity and Position Description:

The Director of Communications and Member Engagement is a new position reporting to Executive Director Phil Jones. The successful candidate will partner with the ATE team and our members to develop and disseminate high-value analyses and thought leadership on transportation electrification policy and regulation in key states that align with the priorities of our members. We're known for our trusted relationships with state public utility commissions and our thoughtful and deliberate approach to addressing the challenges of wide-scale EV adoption.

Our team is lean by design, and we're looking for an entrepreneurial, nimble, and adaptable Director of Communications and Member Engagement who will develop and execute a multi-pronged communications and external affairs strategy that elevates ATE's expertise, provides value to our members, and drives transportation electrification across the U.S. Key areas of responsibility include:

Strategy and External Communications [~40%]

- With the Executive Director, develop and execute a communications and external affairs strategy that supports broad organizational goals and specific policy or regulatory efforts, including but not limited to member communications and media relations
- With the Executive Director, develop and ensure consistent use of ATE's core messaging and brand identity across communication channels
- Monitor the messaging of the "EV opposition" or "EV skeptics" in the states, summarize the key arguments, and help develop counterpoints to these groups in coordination with the Executive Director and Director of Policy and Regulatory Affairs

- Build relationships with other non-profit organizations, trade associations, and members' lead communications staff aligned with the mission and activities of ATE, facilitating cross-promotional efforts and coordinating cohesive narratives
- Proactively identify opportunities to elevate ATE's thought leadership and assist in vetting and prioritization of speaking invitations for the Executive Director and Senior Advisors

Content Development and Dissemination [~40%]

- Serve as a lead writer and editor of ATE's internal and external communications, including white papers, blog posts, and speeches
- Assist the leadership of ATE Committees and Task Forces in editing white papers or issue briefs to final form, working with graphic design as appropriate to produce the final for publication
- Develop, execute, and analyze a dissemination strategy for ATE's written content such as speeches of the Executive Director and Senior Advisors, filings, and public comments through a variety of communication channels, including social media
- Develop and provide organizational leadership with analytics and dashboards to track the results of ATE's dissemination strategies, reach, and influence
- Regularly update the website with recent filings with state commissions and agencies, related studies, and papers and media coverage
- Travel as needed with the Executive Director to key energy and utility policy conferences, NARUC, and other conferences

Member Recruitment and Engagement [~20%]

- In partnership with the Executive Director, identify, qualify, and help recruit new members, following up in a timely manner on recruitment efforts and conversations
- Develop marketing materials that communicate a clear and compelling case for membership
- Ensure members' access to benefits and services that deepen engagement and reinforce value
- Onboard new members, including engaging them in committees and task forces
- Lead member communications internally to bring timely and relevant information to the members, using multiple methods
- Work with the Executive Director to ensure that member needs are being addressed and met, leading to consistent member retention and satisfaction

Candidate Profile and Qualifications:

The incoming Director of Communications and Member Engagement leads with their belief in and commitment to ATE's mission. They champion ambitious state and federal climate goals that demand an accelerated pace of EV adoption and understand the complexity of advancing clean energy and transportation solutions in highly regulated sectors. They know the unique drivers and priorities of stakeholders in the transportation electrification space, including the economics of utilities and the motivations of auto and truck manufacturers, and EV service providers. The Director brings a track record of communications know-how, outstanding relationship building skills, and an ethos of collegiality. The successful candidate communicates clearly and persuasively as a technical translator and demonstrates curiosity alongside the drive to ideate, implement, and iterate strategies and tactics that expand ATE's reach and impact. The Director also possesses most of the following *Core* and *Preferred* strengths and experiences:

Core

- 5+ years progressive advancement in communications or external affairs in the fields of transportation electrification, electric vehicles, clean and renewable energy, or utility regulation
- Track record of executing communications or external affairs strategy with the goal of influencing public policy or regulation
- Outstanding oral and written communications skills that demonstrate an ability to:
 - Convey a compelling story about ATE's value and impact
 - Translate complex, layered issues into persuasive narratives that can influence public policy
 - Communicate ATE's strategies with accessible expertise that is required to gain positive media attention
- Strong project management capabilities and a high degree of emotional intelligence to support consensus building and to ensure that efforts advance on time and on budget
- Exceptional relationship-building skills with a wide range of external constituencies, from public agencies and government regulators to Fortune 500 companies, technology start-ups, and NGOs
- Highly collaborative style with ability to operate as a thought partner to the Executive Director and Senior Advisors and to execute on the strategic goals
- Proficiency in technology used for effective internal and external communications, including websites, blogs, CRMs, email delivery platforms, and basic graphic design tools
- Self-driven ambition, intellectual curiosity, and commitment to becoming a credible, respected representative of ATE

Preferred

- BA or advanced degree in a communications, journalism, marketing, energy, economics, public policy, or law
- Experience pitching stories and building media relationships
- Social media savvy with an understanding of how to integrate social media into comprehensive communications and external affairs strategies
- Experience in research, analysis, and development of papers or briefs in the field of clean transportation
- Background and experience in the fields of state energy and regulatory policies such as state renewable portfolio plans, clean energy or decarbonization plans, greenhouse gas reduction policies, and transportation and utility program incentives
- Experience working with alliances, trade, or membership associations

Travel Expectations:

- ATE is a fully remote organization
- Occasional travel to conferences on energy or clean transportation, workshops with state Commissions or other agencies, and other venues is likely (~10%)
- Occasional travel to the ATE office in Seattle and for meetings of the Senior Advisors and staff in various locations

Commitment to Equity, Inclusion and Diversity:

We are committed to building an inclusive and diverse team. This includes transparent recruitment processes. We recruit, hire, and promote without regard to race, national origin, religion, gender, gender identity or expression, sexual orientation, physical ability, marital status, veteran's status, or age. People of diverse backgrounds are strongly encouraged to apply. If you need a reasonable accommodation during the application or interview process, please email us at jobs@evtransportationalliance.org.

Compensation and Benefits:

- Annual salary range of \$135,000 to \$155,000, commensurate with experience
- ATE's benefits are evolving as we add more staff. Current benefits include:
 - 75% company paid medical benefits for full-time employees
 - 100% company paid dental and vision
 - One-time work from home stipend
 - 15 days paid time off
 - 13 paid holidays

Application Process:

To apply, please send a cover letter, resume, and brief writing sample with the title *Director of Communications and Member Engagement* by the initial application deadline of **Friday, June 14, 2024**:

Philip Jones, Executive Director
jobs@evtransportationalliance.org

Candidate review and phone screens begin immediately and will be conducted throughout the search period.