Organization: ClearPath
Position Title: External Affairs Manager
Location: Washington, DC

Please send resume and writing or design sample to careers@clearpath.org

Organization Overview

ClearPath’s mission is to develop and advance policies that accelerate breakthrough innovations that reduce emissions in the energy and industrial sectors. To advance that mission, we have built a leading brand that provides educational briefings to Members of Congress and staff on our cutting-edge messaging and policy ideas. By collaborating with academics and industry, ClearPath is a trusted voice on clean energy who is published and quoted in more than 100 media stories annually. Started in 2014 by entrepreneur Jay Faison, ClearPath engages in the direct education of policy makers within the White House, Congress, and Executive Agencies.

ClearPath team members believe in small government, free markets, and American entrepreneurship. Those principles form the basis for how the team analyzes proposed clean energy and climate policy.

Job Summary

ClearPath’s External Affairs Manager will work closely with the entire External Affairs (EA) team in collaboration with the Government Affairs, Policy, and Operations teams to understand and engage our target audience and support ClearPath’s mission. This role will have visibility of media, Capitol Hill, Administration, industry and trade relationships.

The position will require an entrepreneurial mindset to support the ClearPath communications and marketing objectives to achieve policy outcomes, and continuously improve brand perception. Additionally, the position will work closely with the ClearPath team to build strategy and plan with ambitious goals to communicate regularly with corporate stakeholders that will allow for broader legislative efforts. This includes frequently interacting with stakeholders as well as helping coordinate and attending events and trips, hearings and briefings where we can drive our message, and coordinate and educate target audience and key stakeholders on ClearPath priorities.

The individual will play a key role in continuing to grow our message by developing and distributing content, including advertising, to be placed on platforms such as cable news, social media, traditional media and other platforms. As an organization driven by innovation, we strive
Communications and Public Affairs

- Create and drive media relations strategies to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the national news media, key influencers, and target audience; field incoming press calls, providing media with requested information, scheduling interviews, prepping spokespeople for interviews, proactively developing relationships with media and pitching story ideas.
- Develop and oversee the development of content including writing, editing and proofreading (weekly newsletters, press materials, blogs, op-eds, media backgrounders, etc); manage ClearPath’s internal editorial calendar.
- Develop press materials, including media kits, op-eds, statements, talking points, executive media interview briefs, news releases, social media strategy, website content and fact sheets, initiatives and key messages; assist Chief External Affairs Officer and Chief of Staff with executive positioning messaging and other projects.
- Co-lead influencer and stakeholder relations strategy to amplify brand and voice, engage key stakeholder groups, and advance mission.

Digital Advertising and Marketing

- Use email marketing systems to deliver weekly newsletters and other digital collateral.
- Collaborate with the creative team to turn complex issues into appealing visuals.
- Oversee the strategy and implement use of digital marketing programs and campaigns across different social platforms including Twitter, LinkedIn, and YouTube.
- Monitor campaign and website performance via analytic tools such as Google Analytics, Search Console, AdWords, Facebook, Twitter, YouTube, etc. and provide feedback and actionable insights to stakeholders.

EA Operations

- Collaborate with the Events Manager, External Affairs Director, and Government Affairs team in creating stakeholder materials for events and trips with external guests and organizations; attend trips (domestic and international) on an as needed basis.
- Lead internal team calls and manage multiple projects simultaneously.
- Take an active interest in recruiting and mentoring EA interns and fellows.
Candidate requirements

Preferred Qualifications

- Bachelor’s degree in Communications, Marketing, Journalism, Public Relations, Political Science or a related field
- Minimum of 3-5 years professional experience in a related field – communications, public relations, marketing, Capitol Hill, clean energy. Preferred experience with social media platforms or prior experience on Capitol Hill.
- Knowledge in or willingness to learn SalesForce
- A professional and personal commitment to ClearPath’s mission
- Demonstrated success pitching and working with members of the media
- Excellent written and verbal communication skills and project management skills
- Ability and willingness to work nontraditional hours based on events
- Willingness to learn new communication tools or software
- Strong networking and interpersonal skills

Capabilities

- **Strategic Thinking** – exhibit ability to develop and help drive a shared understanding of a long-term vision.
- **Communication** – generate a shared commitment to the organization, build morale, and encourage ownership of mission, goals, and values.
- **Managing Innovation** – create opportunities by fostering an environment open to new or radical alternatives to traditional methods, approaches, and products.
- **Business Acumen** – make sound business decisions based on a strong understanding of the company’s mission, strategic goals, and relevant policies, as well as best practices in one’s own discipline or functional area.
- **Fact–Based Management** – view the organization as an open system, synthesize information from diverse sources, come to conclusions, and make decisions that are rational and based on sound evidence.
- **Driving Results** – motivate individuals to achieve and exceed goals by establishing accountabilities, clarifying performance expectations, agreeing to high standards and measures, monitoring and reviewing performance, and providing timely and relevant feedback.
- **Planning and Priority Setting** – identify the priorities, processes, and practical actions that are necessary to achieve an objective or realize an idea.

Values

- **Teamwork:** We empower each other to accomplish our shared mission.
- **Purpose:** We believe the principles of limited government, free markets, and fiscal responsibility are essential to achieving our mission.
ClearPath

Ownership: We empower teammates to visibly own and achieve goals.

Adaptability: We are open to new, complex ideas and test our assumptions to lead change and advance our mission.

Curiosity: We have a proactive desire to learn, grow and improve ourselves, ideas and our mission in a thoughtful and focused way.

Credibility: We agree that being trustworthy and believable is everything for building and maintaining influence to maximize impact.

Compensation & Benefits

- Competitive salary commensurate with experience
- Paid professional development opportunities
- Comprehensive health, dental, vision, life, and disability insurance
- Retirement Benefit offering an employer matching contribution of employee contributions $1 for $1 on the first 5% of pay you contribute
- No vacation policy - take what you need whenever workflow allows
- Fully stocked office kitchen in newly renovated building on Capitol Hill

Please send resume and writing or design sample to careers@clearpath.org. Note, ClearPath has one job opening for EA Manager or EA Associate based on experience please indicate in your email which role you are applying for.

At ClearPath, we value a diverse and inclusive workforce. We believe our team is the key to making an impact and fulfilling our mission. ClearPath is an equal opportunity employer. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.