

Energy Foundation Oregon State Communications Lead

Request for Proposals

Energy Foundation's (EF) mission is to secure a clean and equitable energy future to tackle the climate crisis. We envision a healthy, safe, equitable economy powered by clean energy. We believe a thriving clean energy economy can create sustainable opportunities, spur innovation, and protect our climate—for today and future generations.

Energy Foundation supports education and analysis to promote non-partisan policy solutions that advance renewable energy and energy efficiency while opening doors to greater innovation and productivity—growing the economy with dramatically less pollution. For more than 25 years, Energy Foundation has supported grantees to help educate policymakers and the general public about the benefits of a clean energy economy. Our grantees include business, health, environmental, labor, equity, community, faith, and consumer groups, as well as policy experts, think tanks, universities, and more.

Energy Foundation actively seeks to expand Diversity, Equity, and Inclusion (DEI) within our organization and through our work. We encourage people of color and candidates with diverse backgrounds, experiences, and perspectives to apply.

Services needed include the following:

The Communications Lead is a contract position that supports the Energy Foundation's (EF) grantee network in Oregon by developing and implementing communications strategies, products and messaging that support strategic state priorities.

Communications Strategy

Develop comprehensive, multi-channel communications strategies focused on advancing clean energy policies in the state. This includes message and narrative development and the creation of talking points, along with advancing proactive communications strategies and maintaining/updating the coalition editorial calendar. Create toolkits on various public policy issues for grantees to use as needed throughout the state. Be available for ongoing consultation as needed to brainstorm messages, approaches, ideas for follow-up and new opportunities.

Content Development

Develop content for the coalition, including (but not limited to) talking points, action alerts, fact sheets, Letters to the Editor (LTE) templates, op-eds, press releases, simple graphics, and social media content. Engage and manage third-party vendors as needed to implement digital marketing tactics, video production, printing of materials, complex graphic design, web design and development, and other such outsourced activities.

Rapid Response

Lead rapid response communications strategies, with a strong focus on earned/paid media. Ensure that earned media reaches policymakers.

Reporting

Conduct media/social media monitoring, provide regular news clips on coalition priorities and issue areas.

Regional Communication Collaboration

Maintain close contact and collaborate with the regional communications team, partnering to help inform and advance narrative strategies in the state. Help identify opportunities to utilize other communications capacities in EF's network.

Project Management

Participate in regular coalition and other EF team meetings and calls.

Selection process:

Please contact Sasha Pollack, Energy Foundation's Oregon State Director with questions or to express interest at sasha.pollack@gmail.com. Ideally, we will select a firm or individual contractor by July 2021 for a 6-month contract.