



## Position Description Communications Director

August 13, 2020

**Reports to:** Executive Director

**Status:** Full-time, Exempt

**Location:** Sacramento Region

**Application Deadline:** Monday, September 14, 2020

**Salary Range:** \$85,000 - \$100,000

### About Veloz

Veloz believes that the future of transportation is electric for all. We envision a world in which vehicles are electric and that all people, corporations and agencies who want or need a car or truck can and do choose electric, knowing the energy that powers these vehicles is carbon free. Veloz aims to make electric for all a reality. We are driven to overcome three critical barriers to electric vehicle uptake: upfront cost, charging infrastructure and public awareness. We do this by:

- Engaging our powerhouse members in effective public-private partnerships.
- Creating programs that build the movement for transportation electrification.
- Crafting provocative public awareness campaigns to change the conversation about electric cars and who they are for (spoiler: everyone!).

Veloz builds on the success of the California Plug-In Electric Vehicle Collaborative, a public-private partnership founded in 2010 to convene, collaborate and communicate on the electric car market, address challenges and enable strong market growth. The PEV Collaborative launched Veloz in 2017, a membership-based, movement-building organization that is unleashing the power of California consumers through signature education initiatives like [Electric For All](#). Veloz's 2019 Electric For All campaign, *Kicking Gas* featuring Arnold Schwarzenegger, achieved more than 224 million impressions, was nominated for a Shots Award and shortlisted for The One Show award.

Veloz's work and that of our cross-sector members and partners have the power to transform how Californians move, ensuring better public health outcomes, a stronger and more just economy and a cleaner and more sustainable climate for all communities.

### The Opportunity and Position Description

More than half of Californians know next to nothing about electric cars. And the majority of Americans have not changed their opinion about them since 1997's first electric car debut. Veloz changes the narrative about electric vehicles and educates, inspires and influences consumers through bold innovative large-scale public awareness campaigns and inspiring multi-stakeholder convenings.

In the next two years, Veloz must be bolder, more ambitious and even faster than our name promises. The proof of concept is complete. The environment is ripe. New products are emerging. Technology is improving. Electric car prices are dropping. Refueling infrastructure is increasing. The California political environment is favorable. Still, it will likely be consumer demand that makes the biggest difference. And this begins with awareness.

In this expanded position, the Communications Director joins a passionate and collaborative organization that is changing the conversation about electric cars in California and sparking a virtuous cycle of consumer awareness and demand. Veloz plays a unique and important role in the electric vehicle landscape in California. Now is the time to take our efforts to an exponentially more impactful level. This requires a clear and inspiring vision, sophisticated strategies and significant, sustained financial support.

Reporting to the executive director and partnering with the small but mighty Veloz team, the Communications Director plays a critical role in making the electric for all vision a reality by developing and executing a comprehensive communications and external affairs strategy to raise awareness of Veloz; curating high-quality programming that delivers value to Veloz members and builds a stronger electric vehicle movement; and supporting our flagship Electric For All campaign.

**Key Priorities include:**

***Strategy***

- Partner with the executive director and strategic advisors to determine a comprehensive communications and external affairs strategy and to define short- and long-term goals and objectives related to Veloz's visibility, credibility and growth.
- Ensure that Veloz's brand value and brand position are clear, compelling and consistent across various platforms.
- Develop Veloz's thought leadership plan and identify opportunities to enhance Veloz's position in the electric vehicle landscape among relevant constituents, including current and prospective members, public policymakers, funders and the media.
- Partner with Veloz's strategic partnerships director to ensure the organization's brand and value proposition resonates with and inspires increased investment and engagement of Veloz partners, namely member and funder prospects.

***Programming***

- Lead the curation, execution and evaluation of Veloz events (all virtual for the time being) that are designed to build community among Veloz's stakeholders, fulfill Veloz's role as an effective convener and advance the conversation about the electric vehicle market.
- Serve as Veloz's chief writer, editor and storyteller, creating compelling content for emails, websites, social media, speeches, opinion editorials and marketing materials, including the annual report.
- Develop and manage Veloz's communications to external stakeholders, maintaining an editorial calendar and regular schedule of targeted correspondence and elevating Veloz's results using best practice in email marketing.

- Explore, test and iterate new communications technologies and platforms.
- Manage Veloz's social media identities, leveraging these platforms for campaigns and ongoing community/movement building efforts.
- Support the executive director and program director to develop the annual Electric For All campaign, including campaign elements, goals and metrics of success.

### ***Messaging, Public & Media Relations***

- Develop Veloz's messaging architecture, talking points and specific messaging for distinct internal and external audiences, ensuring consistency of brand position and value.
- Serve as a key spokesperson for Veloz and provide media training for staff and Board members.
- Lead in the development of new relationships with journalists, bloggers and other media influencers in order to enhance Veloz's position as an expert on transportation electrification and consumer awareness building.
- Identify opportunities to boost Veloz's visibility and leadership through writing and speaking opportunities such as opinion editorials, keynotes and expert panel participation.

### ***Organizational Leadership & Team Management***

- As part of Veloz's leadership team, lead, coach and mentor staff and Board in order to build a culture of communications savvy throughout the organization.
- Compile and edit the Board of Directors' pre-meeting reading packets, ensuring comprehensive and compelling materials to support the Boards' strong governance.
- Manage communications-related contractor relationships, including graphic design, data visualization, advertising and video production.
- Develop the organizational systems and practices that support strong communications.
- Promote a culture of high performance, continual learning and commitment to excellence.

### **Candidate Profile & Qualifications**

The incoming Communications Director leads with their belief in and commitment to Veloz's vision and mission. The successful candidate must champion California's carbon emissions reduction, public health and economic goals, and demand the boldest possible ambition, innovation and collaboration of leaders across sectors who are driving toward scalable transportation solutions. The Communications Director elevates the work of Veloz to our next levels of impact through their track record and expertise as a communications professional.

The successful candidate has strong instincts and the conviction to apply them to sophisticated strategy. They know why, when and how Veloz should lead or contribute to the public discourse. They know how to tell a great story and to communicate value to diverse stakeholders. The new Communications Director approaches Veloz's communications with the highest standards of integrity and holds themselves and the organization accountable to our brand promise.

The incoming Communications Director joins a fast-paced team that operates with a sense of urgency, fueled by passion and the pressing nature of the work at hand. The Veloz team works hard and understands how to celebrate successes. We seek a Communications Director who leads

with positivity, a belief in what is possible and a fantastic sense of humor. The selected candidate also possesses the following skills and qualities:

- Minimum 10 years communications experience, with significant experience (>5 years) managing a program and budget.
- Proven track record of setting and executing communications and external affairs strategy, optimally for a transportation, public health or climate movement organization.
- Expertise in branding, messaging and a variety of communications tactics; a background in journalism, public relations, communications studies or agency experience is preferred.
- Outstanding oral and written communications skills that demonstrate an ability to:
  - Convey a compelling story about Veloz's theory of change and impact;
  - Translate complex, layered issues into persuasive narratives that can change consumer behavior;
  - Communicate Veloz's strategies with accessible expertise (without jargon and acronyms) that is required to gain positive public attention.
- Outstanding project management abilities to ensure that programs and projects are advancing on time and on budget.
- Experience designing and executing effective events and member engagement strategies that generate deeper satisfaction and loyalty.
- Experience with pitching stories and media relationship building.
- Social media savvy with deep understanding of how to integrate social into comprehensive communications and movement building strategies.
- Self-driven ambition and an innate understanding of how to manage through influence.
- Mastery of relationship-building skills with a wide range of external constituencies, from public agencies and government regulators to Fortune 500 companies, technology start-ups and nongovernmental organizations.
- Highly collaborative style with ability to operate as a thought partner to the executive director and to operationalize strategy.
- Content knowledge in transportation and/or climate change movement is preferred.
- Proficiency in Spanish is highly desirable.
- Intellectual curiosity and ability to become a credible, respected representative of Veloz.

### **Compensation**

The salary range for this position is \$85,000 - \$100,000, commensurate with experience. Veloz also offers a very generous and competitive benefits package, including health coverage, retirement benefits, paid vacation, sick time and holidays and access to professional development resources.

### **Our Commitment to Racial Equity, Diversity & Inclusion**

Veloz values racial equity, diversity and inclusion. Our membership and leadership reflect strongly-held principles around diversity of perspective, background and sector. Diversity is the cornerstone of our credibility and effectiveness and is reflected in how we operate, including search and hiring processes, promotion and professional development. We are committed to an inclusive and transparent recruitment process and recruit and hire without regard to race, national origin, religion,

gender, gender identity or expression, sexual orientation, physical ability, marital status, veterans status or age. People of diverse backgrounds are strongly encouraged to apply.

### **Process**

To apply or nominate a candidate, please send a resume, cover letter and two short original writing samples (e.g., press release, speech, blog post, e-blast, opinion editorial) to [jobs@veloz.org](mailto:jobs@veloz.org). Submission in a combined PDF or Microsoft Word file is preferred. This position is open until filled, with an initial application deadline of **Monday, September 14, 2020**. Candidate review and phone screens begin immediately and will be conducted throughout the search period.