



Communications Director

Reports to: Executive Director

Status: Full-time, Exempt

Salary Range (annual): \$135,000 – \$150,000

Schedule: 40 hours per week, Monday-Friday, 8 a.m.-5 p.m. Pacific Time

Location: Veloz is based in Sacramento, California. This position is eligible for remote work in the U.S. with nationwide travel expected (up to 10% of hours worked).

Application Deadline: Open until filled

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 can confidently choose electric, knowing the energy that powers these vehicles is carbon free.

Veloz was created to overcome three critical barriers to electric vehicle (EV) uptake – upfront cost, charging infrastructure and public awareness – and our unique public-private 501 (c)(3) nonprofit drives toward 100% zero-emission vehicles through strategic communications, unprecedented collaborations and purposeful convening. We are the power behind the nation’s largest and most provocative [multi-stakeholder public awareness and education campaign for electric vehicles](#) aimed at changing the conversation around EVs, the architect of [events and programming](#) that build the movement for transportation electrification in California and across the nation, and the organization bringing together high-powered, diverse [board](#) and [members](#) from the public and private sectors.

As a membership-based organization, Veloz has a rich history of unleashing the power of California consumers through signature education initiatives like [Electric For All](#). Veloz’s award-winning 2019 Electric For All campaign – *Kicking Gas*, featuring Arnold Schwarzenegger – achieved more than 224 million impressions. The 2020 campaign – *40 Million Reasons to Go Electric* – featured some of California’s most influential EV drivers and advocates, from actor Mark Ruffalo to artist/activist Favianna Rodriguez. In 2022-2023, [Myths Busting Myths](#) rounded up a handful of hilarious mythical creatures – Sasquatch, the Tooth Fairy, a unicorn and a Martian family – to increase EV education and bust common myths, resulting in more than 145 million impressions and over 1 million visits to [ElectricForAll.org](#).

Veloz is growing and we recently announced our [nationwide expansion](#) efforts alongside a newly developed strategic plan. With our cross-sector members and partners, we have the power to transform how California – and now the nation – moves, ensuring better public health outcomes, a stronger and more just economy, and a cleaner and more sustainable climate for all communities.

Opportunity and Position Description

In this position, the Communications Director is part of a passionate and collaborative organization that is

changing the conversation about EVs in California and beyond by sparking a virtuous cycle of consumer awareness and demand. Veloz plays a unique and important role in the national EV landscape, and now is the time to take our efforts to an exponentially more impactful level. This requires a clear and inspiring vision, sophisticated strategies, significant and sustained financial support, and smart implementation.

Reporting to the Executive Director and partnering with the Veloz team, the Communications Director plays a critical role in making the electric for all vision a reality by developing and executing a comprehensive, multi-pronged communications and external affairs strategies to raise awareness of both the Veloz and Electric For All brands, curating high-quality and high-value content that provides value to Veloz members and drives transportation electrification forward, and managing the communications team to execute all aspects of our industry-focused and consumer-facing efforts.

Strategy and External Communications

- Partners with Executive Director, board of directors, external advisors and the communications team to build and execute both industry-facing communications/external affairs strategies and consumer-facing communications and marketing strategies in alignment with Veloz's strategic plan.
- Leads a Veloz member communications working group to create member value by facilitating cross-promotional efforts, addressing crisis/issues communications efforts, and more.
- Develops and executes a national expansion communications plan per the strategic plan.
- Develops and leads Veloz's crisis/issues communications strategy.
- Works alongside Veloz leadership and staff to build policy education strategy.
- Partners with Senior Director of Business Development to create strategies that inspire new and renewed investment in Veloz.
- Oversees the Electric For All consumer awareness and education campaign strategy, and expansion of Electric For All's brand reach outside of paid media campaigns, and ElectricForAll.org development, growth and value, including an engagement strategy with Veloz members, key partners and the public to use the site and its tools.

Content Development, Public Relations and Digital Media

- Serves as Veloz's chief storyteller, overseeing development of strategic communications engagement strategies and implementing strategic marketing tactics in support of campaigns, programs, and events.
- Serves as a key spokesperson and ambassador for Veloz and provides media training for staff and board members — for celebratory efforts, crisis communications, and everything in between.
- Collaborates with the team to create and drive a plan for public and media engagement of the Executive Director.
- Leads in the management of current relationships and the development of new relationships with journalists, bloggers, and other media influencers.

- Generates strong, positive press coverage and oversees the quality and consistency of message in all organizational materials.
- Oversees Veloz and EFA digital and social media presence and strategy, including Veloz.org, ElectricForAll.org and all social media channels.

Team Management and Leadership Development

- Manages a team of two Veloz staff members.
- Oversees management of relationships, including graphic design, data visualization, website developers, advertising, and video production.
- Plans and oversees the communications budget and vendor invoices.
- Participates in and speaks at key industry conferences, workshops and seminars, representing Veloz.
- Advises Executive Director and board leadership in media relations efforts and prepares and presents Veloz updates and deliverables to the board both in-person and remotely.
- Acts as a key leader at Veloz, with a hand in developing and maintaining a strong organizational culture. Leads by example in demonstrating the values of the organization.

Qualifications

The Communications Director leads with their belief in and commitment to Veloz’s vision, mission and theory of change. The director must champion state and federal carbon emissions reduction, public health and economic goals. Additionally, this person must demand the boldest possible ambition, innovation and collaboration of partners across sectors who are driving toward scalable transportation solutions. The Communications Director elevates their work to our next levels of impact through their track record and expertise.

The Communications Director also possesses the following skills and qualities:

- Minimum 10 years of experience in communications and marketing, including significant (>5 years) managing a program and budget.
- Bachelor’s degree in communications, marketing or journalism preferred.
- Experience in the transportation electrification sector is required.
- Proven track record of setting and executing communications and external affairs strategy, for environmental, transportation, public health or climate movement organizations.
- 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; and
 - Communicate Veloz’s strategies with accessible expertise 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 with pitching stories and building media relationships.
- Social media savvy with deep understanding of how to integrate social media 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.
- Proficiency in Outlook, Zoom, Dropbox, Microsoft Office Suite, MAC OS, WordPress, Mailchimp and Slack.
- Self-driven ambition, intellectual curiosity and commitment to becoming a credible, respective representative of Veloz and its values.

Our Commitment to Diversity Equity & Inclusion

Veloz values diversity, equity 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, veteran’s status, or age. People of diverse backgrounds are strongly encouraged to apply for open jobs at Veloz.

Don’t meet every single requirement? At Veloz we are dedicated to building a diverse, inclusive, and authentic workplace (learn more about our organizational values [here](#)), so if you’re excited about this role but your past experience doesn’t align perfectly with every qualification in the job description, we encourage you to apply anyway. You might just be the perfect candidate for this role!

Compensation and Benefits

The annual salary range for this position is \$135,000-\$150,000, commensurate with experience. Veloz offers a generous and competitive benefits package which includes medical, dental, vision, a 401k plan, life insurance, employee assistance programs, a wellness program, a mobile phone/internet stipend for remote employees and many other benefits. In addition, Veloz offers paid leave plans which include personal, sick, and vacation time, along with 12 paid holidays.

Application Process

To apply or nominate a candidate, please send a cover letter and resume in a combined PDF file to jobs@veloz.org. This position is open until filled, with an initial application deadline of **5 p.m. Pacific Time on April 19, 2024**. Candidate review and phone screens begin immediately and will be conducted throughout the search period.