



Job description - Director of Communications, HEET

Job Title: Director of Communications
Location: 50 Milk Street, Boston, MA 02109

About HEET

HEET is a nonprofit climate organization with a mission to drive systems change through an ethical and efficient thermal energy transition. Data-based and nimble, we iterate our ideas in a wide coalition to share knowledge and find the best way forward. Key to our success is a non-traditional, diverse workforce that is willing to break traditional barriers and work together for an inclusive and just world.

Research shows that structurally marginalized groups or people with non-traditional work experience apply to jobs only if they meet 100% of the qualifications. HEET encourages you to break that statistic and apply.

Job Description

HEET is seeking a Director of Communications to strategically oversee and execute communications. As HEET's work rapidly gains national prominence, the Director of Communications has the opportunity to drive a national clean energy campaign and define to the public a [pathway](#) that gas utilities, municipalities, workers and climate advocates are increasingly recognizing as a viable way to transition off natural gas for good.

HEET interacts closely with a broad range of audiences and stakeholders: climate advocates, utility executives, union representatives, gas workers, legislators, regulators, geothermal experts and more. Key to the Director of Communications' role is understanding the political and relational landscape in which HEET operates and developing communications that resonate and build trust with a wide range of audiences.

We are a small team with an adaptive organizational structure. Position descriptions are therefore approximate, not inclusive of all possible job duties, and dynamic: applicants should be comfortable and excited to try new things, learn and pitch in to support colleagues as needed. We are looking for a motivated and mature self-starter who can work both independently and as a collaborative team member dedicated to promoting HEET's mission and committed to HEET's values: integrity, abundance, inclusion, practicality, nimbleness, innovation and compassion.

Key Responsibilities

You will work closely with all team members, including HEET's Executive Director, board of directors and strategic partners to craft outreach materials and to plan and guide a long term strategic communications plan for the organization. Responsibilities include:



- Develop and execute communications strategies and a comprehensive communications plan that advance HEET's mission.
- Create and edit content for HEET's website, social media channels and email outreach, including regular newsletters and press releases. Use metrics to monitor and cultivate constructive engagement across all platforms.
- Cultivate relationships with both national and local media contacts.
- Prepare team members for media engagements.
- Send outreach materials and manage contacts through customer relationship management software (prior experience with this software is not expected).
- Help plan and facilitate external events, including those related to outreach, education, and fundraising.
- Plan and facilitate regular communications team meetings.
- Meet regularly with project team leads to create materials as needed.
- Collaborate with the fundraising team on donor outreach and donor engagement.
- Cultivate and maintain relationships with partner organizations for collaboration and knowledge sharing.
- Identify and pursue opportunities to expand HEET's network.
- Participate in monthly staff Learning and Growth sessions, which focus on professional development and diversity, equity and inclusion topics.

Who you are:

- Highly skilled communications professional with experience leading and managing a communications team or function, developing content and driving a communications strategy in a nonprofit, startup, or related industry.
- Excitement for and commitment to HEET's mission.
- Compassionate prioritization of people and relationships over metrics and products.
- Excellent written and oral communication skills.
- Adept with social media content development and using metrics to track engagement.
- Ability to create messaging for a diverse range of audiences and communicate complex topics in a creative and digestible way.
- Comfortable speaking with others and doing outreach to both maintain existing relationships with external organizations and broaden HEET's reach.
- Ability to work both independently and collaboratively.
- Experience organizing and coordinating multiple projects in a dynamic, fast-paced environment.
- Comfortable pivoting in response to new opportunities.
- Creative, open-minded and self-driven.
- Experience developing communications language and goals through an equity lens.
- Experience developing communications that support fundraising and development efforts is a plus.
- Experience with graphic design is a plus.
- Knowledge about the clean energy field and a just transition is a plus.



Location: HEET is a hybrid work environment. Weekly in-person team days at our Boston office are required and additional in-person work throughout the week is expected. This is a full-time position, negotiable between 30-40 hours per week.

Salary: The range for full-time work (30-40 hours) currently is: \$71,138 to \$94,850.

Benefits: HEET offers 100% health insurance, FSA/DCA, pre-tax retirement and transit accounts, three weeks of paid leave plus the week between Christmas and New Year's, 12 holidays, two floating holidays, two personal days, and 12 days of sick leave. Employee scheduling needs can generally be accommodated in our highly flexible work environment. We strive to create opportunities for professional development and growth for everyone on the HEET team.

HEET considers the health and safety of its team members and their families, our guests, our visitors, and the community at large to be a top priority. All offers to work, intern, or volunteer with HEET are conditioned on the candidate complying with HEET's COVID-19 vaccination policy.

To apply: Please provide a thoughtful cover letter, a resume and a 1–3-page writing sample or other communications material that is a good representation of your work to careers@heet.org. Applications will be considered on a rolling basis until the position is filled.