



Sustainable CT
Communications Manager
January 2021

SUMMARY

[Sustainable CT](#) seeks a dynamic, creative, and accomplished communications professional to build and implement a strategic and effective communications program. The Communications Manager will be responsible for understanding the values and needs of municipalities, residents, and other stakeholders to develop effective strategies, messaging, and outreach to further Sustainable CT's mission and vision; working collaboratively with our dedicated team to unify and integrate messaging into all communications; and inspiring action to support inclusive, healthy, resilient, and thriving Connecticut communities. Qualified candidates will have a passion for our mission and values, extensive experience leading successful communications and outreach programs, and excellent relationship-building and communications skills.

ABOUT SUSTAINABLE CT

Launched in 2017, Sustainable CT is vibrant program that inspires, supports, and celebrates actions that make our communities great places to live for all. From affordable housing to vibrant public spaces, walkable and safe roads, inclusive municipal decision-making, and support for local businesses, we help towns and cities improve the quality of life for all residents. Our major program areas include: direct support to towns and a comprehensive road map of sustainability actions; funding for community-led sustainability projects; and certification to recognize successes. Created by towns for towns, the program is coordinated and administered by the Institute for Sustainable Energy at Eastern Connecticut State University under the direction of the Sustainable CT, Inc. Board of Directors.

Sustainable CT is growing as an organization and in our understanding of racism and the systems that perpetuate injustice. We take on challenging issues and we work to promote an inclusive, healthy, safe space for the exchange of ideas and vision for what is possible.

ROLE OF COMMUNICATIONS MANAGER

The Communications Manager will help build a broad understanding of the impact and value of Sustainable CT for municipal leaders, residents, funders, partner organizations, and other stakeholders. The Communications Manager will report to the Executive Director of the Institute for Sustainable Energy on behalf of the Sustainable CT Board of Directors and work in a dynamic team environment.

This is a new full-time position, with a salary range of \$70,000 - \$75,000 per year. Sustainable CT is completely independently funded. All positions are dependent on the availability of continued grant funding.

DUTIES

- Build Sustainable CT's local and state brand as the expert on concrete actions that help communities thrive, be resilient, and offer a great quality of life to all residents – now, and for future generations

- Develop tailored messaging and story-telling to communicate the value and impact of Sustainable CT to different audiences, including funders (potential and existing), municipal leaders and staff, non-profit and community partners, all residents, state agencies, and others
- Translate data and analysis into compelling communications across multiple channels
- Create tools and programs to help towns communicate their sustainability successes within their communities
- Establish and manage in-house communication guidelines, systems, and processes to support our expanding work and meet goals set by the Board of Directors
- Develop new approaches and integrate consistent messaging into press releases, staff presentations, Board training, website, social media, electronic newsletters, annual reports, brochures, toolkits, etc.
- Create or oversee development of graphics that advance communications strategies and messaging
- Work collaboratively with the Sustainable CT team to increase our responsiveness, value, and impact in major program areas and to support organizational growth, strategic planning, and funding stability
- Plan and oversee communications and outreach for events, workshops, certification awards ceremonies, special local events to highlight municipal accomplishments, etc.
- Serve as the principal contact for media relations
- Measure success of communications strategies and evolve strategies for greater impact

DESIRED QUALIFICATIONS AND SKILLS

- A passion for our mission, dedication to equity and inclusion, and a belief that our efforts can make Connecticut communities sustainable and provide opportunity for all people to thrive
- Seven to 10 years of direct experience in successfully leading the development and implementation of strategic communications and outreach
- Demonstrated success in leveraging organizational branding and positioning to influence others
- Ability to advise on data collection and analysis that can advance our communication goals and enhance our reputation among priority audiences
- Superior writing, editing, verbal, and interpersonal skills and the ability to translate complex information into persuasive messaging
- Ability to positively represent Sustainable CT to diverse groups of stakeholders, including municipal leaders, under-represented residents, and funders
- Demonstrated success in effective events organization, management, and execution
- Strong organizational skills with a focus on detail and quality; proven ability to prioritize and successfully balance multiple deadlines
- Ability to work both autonomously and collaboratively and to have a regular presence in Sustainable CT's offices in Willimantic, Connecticut
- Availability for on-site coordination of events throughout Connecticut
- Familiarity with Connecticut and Connecticut municipalities

WORK LOCATION

Base location is the Sustainable CT office operating out of the Institute for Sustainable Energy at Eastern Connecticut State University, 372 High Street, Willimantic, CT. Travel within Connecticut is required. Daily work location is flexible.

HOW TO APPLY

Please submit the following to Jenna Lafleur, lafleurj@easternct.edu by 8:00 am on February 22, 2021:

- Cover letter (no longer than 3 pages) outlining how your experience has prepared you to meet Sustainable CT's needs for strategic communications management and to support Sustainable CT's vision and mission
- Resume
- 3 writing/outreach samples prepared for past campaigns – e.g., newsletters, short videos, annual reports, website content
- Contact information for 3 professional references (name, organization, title, email, phone number, professional connection to your work)

Sustainable CT is an equal opportunity employer with a commitment to racial, economic, and social justice. We understand that current systems limit opportunity for all and we value the insights, learning, and thought leadership that a diverse team brings to the complex challenges of creating healthy communities for all. We seek to expand the diversity of our team and welcome applications from communications professionals who identify with one or more marginalized communities including Black, Indigenous, and People of Color, immigrants, people with disabilities, and LGBTQ+. Please contact us if you seek accommodation in order to apply for this position.