

NVF Project Name: Shine: Investing in Energy Access for All

Position: Director of Communications and External Partnerships

Location: Flexible, Remote

Reports To: Shine Campaign Director

Status: Exempt, Full Time

General Description

Shine is an independent global campaign dedicated to ending energy poverty and unlocking investment for energy access. Partners from the faith, development, and philanthropic sectors are mobilizing new forms of capital, scaling resources, and generating momentum to achieve universal access to clean, affordable, and reliable energy by 2030 – one of the Sustainable Development Goals.

Shine will dramatically diversify and increase funding for energy access, bringing clean and affordable energy to remote areas for cooking and lighting homes, clinics, schools and businesses. We will support communities to build local capacities. We will direct and scale resources in investments, grants, and programs to solve a global problem at the local level.

As a strong community of partners, we will focus on four main strategies:

- Mobilize investments. We will increase capital to viable businesses that scale solutions. We will identify an array of investment opportunities and unlock new forms of capital, leveraging greater resources to the field.
- Build human capacity. We will support communities to build local capacities and seed productive enterprises through programs and grants, while making community leadership a hallmark of energy access efforts.
- Advocate for distributed clean energy solutions. We will support advocacy to educate decision makers about the opportunity for distributed solutions, to remove barriers to the field, and to protect human rights and the environment in the development of new energy systems.
- Champion the solutions. We will lift up the ability to solve a global problem and promote clean energy solutions that have enormous benefits for education, health and development.

Position Summary

The Director of Communications and External Partnerships is responsible for working closely with the Campaign Director and Program Director to develop, implement and execute the Shine communications and to influence campaign strategy. This position will report to the Campaign Director and will work directly with key Shine leadership and partner groups.

Essential Responsibilities and Tasks

- Design, facilitate and drive overall communications strategy that support goals and objectives of the Shine campaign

- Ensure alignment of campaign communications objectives with Shine’s overarching strategy and mission
- Lead external communications and partnership recruitment/development efforts, in conjunction with the Campaign Director
- Create communications and marketing content and collateral for the Shine campaign
- Identify top decision-makers on finance for energy access – and create communications strategies to reach and move them – while tracking impact
- Help shift the energy access narrative from one of poverty to one of opportunity in which energy access can help transform the lives of those usually left behind.
- Create and nurture a new network of energy access communications directors to coordinate communications activities, hone shared messaging and amplify new narrative
- Create Shine ‘ambassador’ program to mobilize high-profile spokespeople in service of Shine’s strategy - via public-facing and private interventions
- Draft timely and tailored key messaging for each ‘ambassador’
- Place bespoke op-eds for Shine ‘ambassadors’ in high-profile international and regional media outlets - timed to coincide with pivotal energy access and finance moments
- Curate and share compelling storytelling [vibrant film combined with lush photography and sharp copywriting] to raise awareness of the energy access work campaign partners are doing in the field
- Target messaging to help influence the key decision makers at high-level political and finance-focused events
- Capture and effectively share partner stories of success
- Support activities of Shine’s communications and outreach committee
- Support the communications work of the committees and campaign partners
- Work with the Campaign Director to recruit new partners to the campaign
- Cultivate, maintain and manage relationships with partners, in conjunction with the Campaign Director
- Develop and deliver a partnership engagement plan including strategic goals and targets
- Create and support the network of Shine partners, ensuring that these receive regular updates on Shine’s progress, recognition for their efforts, and the resources and coaching they need to enroll new partners in the campaign
- Support the advocacy agenda of the campaign and its partners
- Additional activities as determined by the Campaign Director

Required Education, Experience, Knowledge, Skills and Ability

- Bachelor’s degree, Master’s preferred
- Excellent written and oral communications skills
- 10 years of experience in relevant non-profit, advocacy or political communications in a senior management role
- Proven experience designing and executing communications branding and messaging strategy for comparable energy, climate change, development or humanitarian campaigns
- Demonstrated ability to conceive and deliver collaborative advertising campaigns and communications vehicles

- Demonstrated experience and leadership in managing a comprehensive communications or marketing program/campaign to advance a climate-related cause that shapes policy and produces tangible action [CO2 emissions reductions, etc.]
- Proven experience recruiting participants and managing participant engagement for campaigns
- Experience working in or with communities in the both Global North and South
- Strong understanding of relevant print and social media platforms used by the global clean energy access, finance and development sectors
- Demonstrated skills in proactively building relationships with top-tier funders and organizations, and successfully positioning projects or services to achieve intended results
- Ability to take initiative and execute projects with minimal oversight
- Commitment to the mission of ending energy poverty by 2030
- Experience with development organizations a plus

Attributes

- Exceptional communicator
- Extremely well-organized, detail-oriented and analytical
- Flexible and collaborative
- Strong relationship builder
- Sense of humour

How to Apply

Email Simran.vazirani@arabellaadvisors.com with a resume and cover letter by Friday, August 4th.

New Venture Fund Careers

Shine is a project of the New Venture Fund, a 501(c)(3) public charity that incubates new and innovative public-interest projects and grant-making programs. The New Venture Fund is committed to attracting, developing and retaining exceptional people, and to creating a work environment that is dynamic, rewarding and enables each of us to realize our potential. The New Venture Fund's work environment is safe and open to all employees and partners, respecting the full spectrum of races, ethnicities, national origins, ages, sexual orientations, gender identities, beliefs, religions, faiths and ideologies, cultures, socio-economic backgrounds and levels of physical ability.