VICE PRESIDENT OF MARKETING AND COMMUNICATIONS

ABOUT THE POSITION

This is an inspiring opportunity at the intersection of clean energy and community development for a seasoned marketing and communications leader with excellent storytelling skills, a strong design sensibility, and a proven ability to lead high-performing teams in developing and executing local and national marketing and communications strategies. Groundswell is a community power organization that expands access to affordable clean energy through Community Solar, residential energy efficiency programs (i.e., SOUL), Community Resilience Hubs, and the Gratava data platform (for internal purposes) — and the Vice President will be the lead voice amplifying this work.

The **Vice President of Marketing & Communications** ("Vice President") will lead Groundswell's integrated marketing and communications function—building a cohesive brand strategy and market presence while cultivating a distinctive organizational voice and narrative. The Vice President will direct both the marketing function (brand development, audience growth, integrated campaigns, and digital strategy) and the communications function (i.e., media relations, public affairs, content, and storytelling) in alignment with Groundswell's mission, Strategic Plan, Annual Organizational Goals, and major Projects. The Vice President will set annual operational plans for both marketing and communications; establish targets for audience reach, brand visibility, and market positioning; cultivate media and partnership opportunities; hold the team accountable to performance metrics across both disciplines; and oversee the marketing and communications team and external consultants as a shared service function for the organization, ensuring that departments and teams have access to the marketing, communications, and creative support needed to effectively advance their work. The Vice President is responsible for developing a responsive, coordinated service model that ensures appropriate design, messaging, communications, content, and other marketing support are present, accessible, and available across departments.

This role is responsible for leading both Groundswell's marketing and communications functions across the organization. Activities span, but are not limited to: integrated campaigns, brand asset development, audience segmentation and growth strategies, digital marketing, monthly newsletters, social media, podcasts, webinars, press releases, promotional events, collateral materials, and coordination with external media and journalists. Reporting to the Chief Operating Officer and working in close collaboration with the Chief Executive Officer, the Vice President must bring expertise across both disciplines: exceptional written and verbal communication skills, a strong design sensibility for stewarding the brand, deep fluency with marketing and communications platforms and analytics tools, and the ability to drive both market presence and compelling organizational storytelling.

The ideal candidate is a values-aligned, mission-driven executive who has proven success directing integrated marketing and communications functions, building organizational brands, driving market presence and stakeholder engagement at a senior level, and translating strategic priorities into compelling narratives that advance impact.

KEY RESPONSIBILITIES

Marketing and Communications Strategy and Management

- Lead Groundswell's organization-level goal of being a trusted household name everywhere we serve.
- Define KPIs and evaluation frameworks that measure the effectiveness of Groundswell's marketing and communications strategies across programs, platforms, and audiences.

- Leads the development of Groundswell's marketing and communications plan in accordance with the organization's overall Strategic Plan.
- Responsible for the achievement of the goals and objectives of the marketing and communications Plan. Ensure evaluation systems are in place for these goals and objectives, and report progress to the COO and CEO at least monthly.
- Oversee the development of inspiring content, working closely with the marketing and communications team in collaboration with other Groundswell colleagues.
- Oversee press, media, and marketing vendors, agencies, and consultants to advance both earned media coverage and integrated marketing campaigns.
- Lead the development of marketing assets and supporting collateral — including campaign materials, digital content, brand toolkits, and audience-facing resources.
- Develop and manage the annual marketing and communications budget, working in concert with the finance team.

Brand Development and Direction

- Steward Groundswell's brands, including leading an assessment of current branding standards and strategies, an evaluation of brand effectiveness, and recommendations on the design and components of Groundswell's future branding standards at appropriate milestones.
- Ensure Groundswell's brand reflects the beautiful diversity of the communities and people we serve, is aligned with our values, and aligns with strategic business objectives.
- Ensure that brand identity, marketing strategies, messaging, and communications approaches are infused into all organizational efforts (i.e., programming, development, and network management).
- Design, launch, and evaluate integrated marketing and communications campaigns tied to programs, special events, audience growth, and customer cultivation.

Content Strategy and Oversight

- Develop, implement, and evaluate an annual marketing and communications plan that includes social media, print and digital content, and email marketing.
- Oversee the marketing and communications team in the development, design, distribution, and maintenance of high- quality print and electronic media.
- Lead the strategy and oversee the generation of engaging digital content for Groundswell's website, social media, and email channels.

Press Management and Public Relations

- Develop and maintain strategic relationships with key members of local, state, and national-level media outlets, positioning Groundswell as a credible and compelling voice on issues central to its mission and work.
- Lead proactive and responsive media relations, identifying opportunities to elevate Groundswell's impact and thought leadership while managing press inquiries, messaging, and reputational considerations in partnership with senior leadership.

Audience Development and Market Positioning

- Lead audience development strategy across Groundswell's programs — including audience segmentation, persona development, and channel mix planning to grow reach

among priority communities and stakeholders.
- Direct integrated marketing campaigns from concept through execution and evaluation, ensuring alignment between campaign objectives, brand standards, and measurable outcomes.
- Leverage marketing technology, CRM, and analytics platforms to track audience engagement, measure marketing performance, and translate data into strategic recommendations.

Lead Marketing and Communications as an organizational shared service

- Lead and oversee the Marketing and Communications team, setting strategic priorities, workflows, standards, and expectations that strengthen Groundswell's brand, visibility, messaging, and organizational communications.

- Ensure all departments have timely, accessible, and high-quality marketing, communications, content, and design support aligned with their needs and organizational goals.

- Establish and manage a responsive service model that creates clear processes for requesting and prioritizing support, effectively allocates team capacity and skills, and ensures consistent, high-quality delivery across departments.

ADDITIONAL RESPONSIBILITIES
The Vice President of Marketing & Communications contributes to the broader success of Groundswell programs through:

- Bring the full marketing and communications toolkit to bear in positioning Groundswell for impact.
- Seek opportunities to drive continuous improvement in Groundswell programs, processes, and practices.

Key values that will be uplifted through the work of the Vice President of Marketing & Communications include:

- ***Excellence:*** We believe in what we are doing, thus we value hard work and persistence to offer our best.

- ***Integrity:*** We uphold the values of Groundswell in every action and decision. We hold ourselves accountable for gathering facts, sweating the details, performing analysis, and validating decisions.
- ***Transformation:*** We are smart, adaptable, learn from our mistakes, and are willing to be the first to try new things.
- ***Respect:*** Everyone Matters.

OTHER DUTIES

This position description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required. Duties, obligations, and activities may change at any time, with or without notice.

COMPETENCIES OR SPECIALIZED KNOWLEDGE

- Excellent writing and editorial skills.
- Strong oral and presentation skills.
- Knowledge of the clean energy and energy justice sector.
- Creative and innovative mindset and ability to proactively anticipate shifting organizational and industry narratives.
- Superb organizational, strategic planning and leadership skills.
- Deep expertise in brand management, integrated campaign strategy, and digital marketing — including content strategy, audience segmentation, and marketing analytics.
- Demonstrated ability to deploy and leverage marketing technology platforms (CRM, marketing automation, analytics tools) to drive audience growth and measure impact.
- Executive-level stakeholder communication (i.e., ability to convey complex ideas clearly to funders, government partners, media, and community audiences).
- Values-driven and ability to center organizational mission in decision-making.

SUPERVISORY RESPONSIBILITIES

Groundswell is building its marketing and communications team. This position currently directly manages two staff members: the Director of Marketing & Communications and the Marketing & Communications Manager. The Vice President will be responsible for identifying additional staffing needs and for building the marketing and communications team. In addition to staff, the Vice President oversees external consultants and contractors including expertise supporting design, communications, media, podcast development, and narrative development.

WORK ENVIRONMENT

This position is based in the Washington, DC area or the Atlanta, GA area and is expected to work in-office four days per month in alignment with Groundswell's hybrid/remote work plan.

POSITION TYPE AND EXPECTED HOURS

This is a full-time position. Days and hours of work are Monday through Friday, 9:00 a.m. to 5:00 p.m., and core hours are from 9:30 a.m. to 4:30 p.m. Occasional evening and weekend work may be required as job duties demand.

TRAVEL

Occasional travel will be required for this role.

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's degree required, advanced degree preferred but not required.
- Minimum of 10 years of leadership experience in media, communications, marketing, public relations, or external affairs.
- Must demonstrate successful development and execution of integrated marketing and communications campaigns, including brand-building, demand generation, or audience growth initiatives.
- Must demonstrate brand management experience.

- Must demonstrate experience applying marketing analytics and data-driven methods to evaluate performance and guide strategic investment across marketing and communications programs.
- Professional experience in clean energy, or community development fields preferred.
- Preferred: experience with marketing technology platforms (CRM, marketing automation, digital analytics) and proven track record in integrated campaign management, audience growth strategy, and cross-channel brand development.

SUPERVISION

The Vice President of Marketing and Communications reports to the Chief Operating Officer.

COMPENSATION

The salary range for this position is $150,000- $160,000 annually, consistent with Groundswell's established pay band for this role. This is a full-time position eligible for Groundswell's comprehensive employee benefits package.

BENEFITS

- Groundswell pays 100% of the monthly premium for health, dental, vision, and long-term disability for full-time employees in accordance with Groundswell's policy. Groundswell also covers 50% of spouses and dependents covered under the Groundswell healthcare, vision, and dental plan. Matching 401 (k) plan contribution by Groundswell up to 4% for employees who choose to contribute to Groundswell's 401 (k) plan, with immediate vesting.
- Monthly Development Days to focus on professional development opportunities
- $45 per month to reimburse cellular phone use for business purposes.
- $75 per month to reimburse home internet access for business purposes.
- Fifteen (15) paid vacation days per year; eight (8) sick days; and two (2) personal days. Vacation and sick leave accrue at the start of your employment, restart each year on January 1, and increase with tenure. Personal days begin after six months of employment.
- Groundswell also takes nine (9) paid federal holidays and a holiday break from December 24th to January 1st (inclusive).
- Short-Term Disability Insurance, Long-Term Disability Insurance, and Voluntary Life available.
- Pre-tax benefits such as Smart Benefits, Flexible spending accounts, and Dependent care are also available.

For more information about the organization's benefits and other personnel policies, Groundswell will provide new-hire orientation within the first week of employment.

HOW TO APPLY

Candidates must submit a resume and cover letter to hiring@groundswell.org detailing their qualifications and interest to be considered for this position. In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

Groundswell is an equal-opportunity employer that is deeply committed to the principles of equity, diversity, and inclusiveness and seeks to create a pluralistic community for all.

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