



**Job Title:** Communications and Community Engagement Manager  
**Reports To:** Chief Executive Officer  
**Status:** Full-time, Exempt  
**Location:** Montgomery County, Maryland  
**Open:** Until filled

**Background**

The Montgomery County Green Bank (“Green Bank”) is Montgomery County’s designated Green Bank, a publicly chartered, 501(c)3 nonprofit dedicated to accelerating affordable energy efficiency and clean energy investment in Montgomery County, Maryland. The Green Bank partners with the private sector to build a more diverse, equitable, and inclusively prosperous, resilient, sustainable, and healthy community. Our work supports Montgomery County’s goal to reduce its greenhouse gas emissions.

**Summary of Position**

The Green Bank is seeking a Communications and Community Engagement Manager (“Manager”) to help build the Green Bank’s reputation in the clean energy sector, particularly, for Montgomery County, and to advance community engagement to assure that all populations in the County are aware of Green Bank offerings and the opportunities they open up for clean energy improvements. This position is fundamental for the Green Bank to deliver financing for clean energy improvements to all sectors, commercial and industrial, residential homeowners, multifamily property owners and their tenants, faith-based institutions, and others, and help the County achieve its 0% greenhouse gas emissions by 2035.

In particular, the position is key to the Green Bank’s intention to be inclusive and equitable by assuring that all population groups in the County are engaged and informed about clean energy efforts and the ways that the Green Bank can help them achieve the benefits of these efforts.

The Green Bank offers a variety of financing tools for energy efficiency, renewable energy, community solar, and other clean energy areas that are provided in conjunction with financial partners to effectively leverage Green Bank funds to support clean energy finance. The Green Bank’s strategy is to use these financial partnerships to deliver flexible lending and investment that catalyzes these clean energy transactions and increases the private market capital investing in this sector.

To be successful, the candidate’s experience should include communications skills in working with various media, such as websites, social messaging, advertising, and newsletters, and show demonstrated experience in community engagement efforts in reaching diverse populations.

## **Principal Duties and Responsibilities**

Working with the Green Bank team, the Manager will be the principal party to oversee and manage the Green Bank's communications and community engagement work. The Manager will be responsible for meeting specific goals associated with communications, stakeholder outreach, and direct community engagement with community-based organizations and its constituents so the Green Bank may connect with the many diverse population groups in the County.

The position will be fundamental to the Green Bank's work by:

- managing the communications agenda for the Green Bank;
- developing the communications strategy and plan of action, including a specific focus on inclusion and equity;
- executing on regular communications efforts, including newsletters, social media posts, advertising, and press releases;
- designing an effective community engagement strategy to reach the diverse populations in the County and executing the strategy;
- engaging, and partnering with stakeholders, especially in under-served communities;
- liaising and collaborating with the County, public agency, non-profit, financial, energy, affordable housing, etc. around communication and engagement;
- supporting Green Bank team members in development of content and contributions to the communications agenda;
- managing the Green Bank's websites; and
- supporting other activities of the Green Bank as needed.

## **Education**

Minimum of bachelor's degree in communication-related field or other relevant field when paired with experience.

## **Experience, Skills and Abilities Required or Desired**

To achieve the stated objectives, the Green Bank is looking for the following experience:

- 5+ years of experience in communication area. Experience or demonstrated interest in clean energy and/or energy efficiency and/or green building activities in communication-related actions should be noted.
- Experience in direct outreach and engagement with community stakeholders.
- Demonstrated work in managing a corporate communications agenda with many levels of activity being executed.
- Comfort with developing content.
- Experience with conducting social media posts and campaigns.
- Experience in working in a metric goals environment.
- Skills in managing external consultants to deliver on communication goals.
- Strong research and problem-solving skills.

- Excellent organizational, interpersonal, writing, and communication skills.
- Experience in working on websites, newsletters, and other direct to market media.
- Ability to multi-task in a team-oriented environment.
- A desire to work within a collaborative environment.
- Capable to work independently while possessing a team player attitude.
- Attention to detail / thoroughness / focus / determination.
- Organized and prioritizes work.
- Demonstrated written and verbal communication skills.

### **EQUAL OPPORTUNITY**

The Green Bank is an “at-will,” equal opportunity employer. The Green Bank considers applicants for all positions without regard to race, color, creed, religion, national origin or ancestry, sex, age, disability, genetic information, veteran status, or any other legally protected status under local, state, or federal law.

### **COMPENSATION**

Commensurate with position requirements experience and qualifications.

If interested, please send a **cover letter and resume** to [HR@mcgreenbank.org](mailto:HR@mcgreenbank.org). A portfolio of work is desired and can be submitted at same time. Links or attachments are acceptable.