



**POSITION: COMMUNICATIONS ASSOCIATE**

**LOCATION: Montpelier, Vermont**

**JOB SUMMARY:**

The Communications Associate will work closely with RAP's chief operating officer and research director to develop, execute and manage communications, related research, and other activities to advance RAP's organizational and regional goals. The Associate will focus primarily on internal communications, website, and intranet development and will also provide support to the publications coordinator on design of RAP materials, in addition to writing and producing summary-level and presentation materials. This position works closely with staff across all of RAP's regions to promote internal information sharing on projects and lessons learned from RAP's activities across the globe.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Serve as the communications hub of the organization, gathering information, writing and editing compelling, high impact content to facilitate internal communications.
- Coordinate internal communications team; develop strategies and systems for information management and dissemination and ensure timely delivery of information.
- Facilitate sharing of RAP's knowledge by maximizing use of internal intranet and help foster new ways to communicate with both external and internal audiences.
- Collaborate with Research to maintain intranet library including support for the collection of research data, graphics and presentations; input data into RAP's digital library; engage in regular updates of the library to maintain a robust center of content excellence.
- Assist Research in building out and managing RAP's knowledge base system (FAQ's, How-To Guides, process improvements, etc.) and provide support and guidance to staff on the use of RAP's knowledge management system.
- Design and manage the editorial process for website content, including quarterly review of all pages; incorporation of multi-media and social media tools; research for new content, writing and editing content, and trouble-shooting to ensure consistent messaging and functionality throughout the site.
- Write brief abstracts of documents for internal and external sites; assist in posting materials to sites.
- Identify and create opportunities to promote RAP's work through trade media outreach, e-



mail blasts to stakeholders, social media, conferences, and other outlets.

- Monitor key blogs and social media channels for mention of emerging and RAP issues; contribute to story ideas.
- Supervise communications contractors.
- Provide systems support for external communications such as webinars, video conferencing, etc.
- Manage budget for the Communications Department.

**MINIMUM QUALIFICATIONS:**

- Bachelor's degree or equivalent combination of related education and experience.
- 5+ years of experience in a communications environment.
- Experience in successfully implementing internal and external communications plans.
- Impeccable writing, editing, and proofreading skills. Demonstrated creative presentations.
- Experience in writing about technical issues in different formats (web content, PowerPoint, etc.).
- Solid experience with website and/or content management systems.
- Excellent interpersonal skills: outgoing, persuasive, collegial, articulate, energetic, and able to develop productive relationships with colleagues. Welcomes opportunity to work with people with strong personalities and diverse perspectives. The ability to promote and communicate the philosophy, mission, and values to both internal and external audiences.
- Competence in web development and management.
- Excellent computer skills including internet research, Word, Excel, and PowerPoint.

**OTHER DESIRABLE SKILLS AND ATTRIBUTES:**

- Experience at an environmental organization and/or working in the power/energy sector a plus.
- Experience executing communications for a multi-office, multi-national organization.
- Experience working with data-base systems, SharePoint, and graphic design software a plus.

**EXCELLENCE IN THIS POSITION (A picture of what excellence in this position looks like, including individual components, results, and impact on the organization):**

- Communications support is timely, accurate and insightful. Individual is responsive to requests and can anticipate needs.
- Problem-solving is proactive; the individual seeks out opportunities to improve the flow of information internally and externally and develops system efficiency and effectiveness.

- Internal and external websites are well organized, up-to-date, and provide for a positive user experience, knowledge management systems are universally adopted.
- A proactive and engaging atmosphere around communications is created and staff is motivated to participate.

**WORKING CONDITIONS:**

Work is normally performed in an office environment. Some travel may be required.

**SUPERVISORY RESPONSIBILITIES:**

None.

**REPORTS TO:**

Chief Operating Officer

**FLSA STATUS:**

Exempt