



## OVERVIEW

[Sunwealth](#) is a clean energy investment firm on a mission to change who benefits from renewable energy by changing the way we invest in it. We envision a future where renewable energy is accessible, affordable and inclusive. We invest in that future by financing and managing renewable energy projects that benefit diverse communities through clean power, carbon reduction, cost savings and job creation. Sunwealth is located in Cambridge's Porter Square.

The Marketing and Communications Manager will play a key role in growing and strengthening Sunwealth's community of partners, including investors, solar developers and installers and community solar customers. Reporting to the Chief Development Officer, the Marketing and Communications Manager work closely with teams across the organization to develop and implement a storytelling approach and marketing strategies to identify, attract and close the right partners to support our growing pipeline of diverse, community-based solar projects.

## KEY RESPONSIBILITIES

- Develop and execute marketing and communications strategy for Sunwealth, including investor communications, content creation, earned media, social media and more, with a particular focus on growing our investor base and increasing awareness and engagement with potential investment partners.
- Lead storytelling efforts by partnering with project and investor development teams to find creative and effective ways to increase inbound leads, tell the narratives of our projects and partners and grow the Sunwealth community.
- Produce and manage marketing content calendar and coordinate, implement and analyze campaigns, working with internal and external partners to ensure that all deliverables are produced at the highest possible quality and in a timely manner.
- Cultivate a clear and compelling "front door" for Sunwealth managing our website and all owned/public-facing channels.
- Create and drive press strategy—including, key messaging guidelines, pitch development, responding to inbound requests and more—to best position Sunwealth to our target audiences and drive awareness of our community projects and partners.
- Lend additional capacity to address the writing, design and ad hoc needs of the team.

## DESIRED TRAITS/QUALIFICATIONS

The ideal candidate is committed to building a more inclusive clean energy future, and demonstrates the tenacity, drive, flexibility and determination to help us get there. This person is organized, conscientious and multi-talented. They know how to write compelling content, develop and implement a campaign, talk with a reporter on deadline, and coordinate a team of internal and external collaborators. They will proactively seek out and create opportunities to share and capture impact stories; strategize with teams to create content and materials that accelerate our growth; and use Sunwealth's platforms to grow trust and expand our partners in key areas.

- 5+ years of experience in marketing, communications or related fields
- Outstanding interpersonal, writing and verbal communication skills, including the ability to write quickly, accurately and compellingly across multiple platforms
- Demonstrated ability to execute on short-term, deadline-driven daily tasks, as well as important long-term projects requiring collaboration with internal and external constituencies
- Experience marketing to a broad set of cross-functional stakeholders
- Familiarity with content management systems and website management
- Strong aesthetic sense and intuitive understanding of what it takes to build trust, strengthen commitment and inspire action, paired with practical experience in marketing, digital asset and designs
- Superb time management skills with proven ability to be nimble, multi-task, accomplish numerous tasks and change priorities in an effective and timely manner
- Ability to synthesize large amounts of information quickly, exercise sound judgment and make smart decisions
- A strong work ethic, positive attitude and willingness to be flexible and do whatever it takes to get the job done
- Proficiency with all MS Office programs, particularly PowerPoint; experience with Mailchimp, Squarespace, InDesign, Salesforce a plus
- Strong interest or experience in clean energy, sustainability, impact investing, community development and/or environmental justice, and desire to address climate change and structural inequality through inclusive clean energy investment

## TEAM CULTURE/BENEFITS

- Smart, effective and highly motivated team committed to creating generational change in renewable energy
- Casual, collaborative and results-driven work environment
- Beautiful, bright and centrally located office, accessible by public transit
- Competitive compensation package, including equity ownership
- Health insurance, including medical and dental
- 401K plan
- Opportunities for professional development
- Snacks/fruit/coffee
- Team lunches/company social events

## EQUAL OPPORTUNITY

Sunwealth is strongly committed to equality of opportunity and provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability or genetics. We endeavor to build a workplace environment that is welcoming and inclusive for everyone. Women, minorities, individuals with disabilities and veterans are encouraged to apply.

## HOW TO APPLY

We recognize that there is no 'perfect' candidate. Sunwealth is a place where everyone can learn and grow. If this position excites you, do not hesitate to apply. Please submit your resume and cover letter to: [careers@sunwealth.com](mailto:careers@sunwealth.com). Be certain to include "**MARKETING AND COMMUNICATIONS MANAGER**" in the subject line of your email, and use your email or cover letter to concisely and compellingly make the case for why this is the role for you. **We strongly encourage applications from women, minority candidates, individuals with disabilities and veterans.**

Due to the volume of resumes, it may not be feasible for us to follow up with every candidate. If you do proceed with our hiring process, please note we will ask for references.