



# Southern Renewable Energy Association

11610 Pleasant Ridge Rd., Suite 103 #176, Little Rock, AR 72223

## **Job Posting: Communications Director, \$110,000-\$125,000**

### **About**

The Southern Renewable Energy Association (SREA) is a nonprofit trade association that promotes responsible use and development of wind energy, solar energy, energy storage and transmission solutions in the South. Our vision is for renewable energy to become a leading source of energy in the South and our mission is to promote responsible use and development of renewable energy in the region.

### **Job Responsibilities**

- Develop and implement comprehensive communication strategies to promote SREA's mission, vision, and goals.
- Serve as the primary spokesperson for SREA, engaging with media, policymakers, stakeholders, and the public.
- Oversee all internal and external communications, including press releases, newsletters, op-eds, letters to editors, social media, website content, and marketing materials.
- Build and maintain relationships with media outlets and journalists to ensure effective coverage of SREA's initiatives and events.
- Coordinate and manage public relations campaigns, media events, and press conferences.
- Develop and oversee content creation, ensuring consistency in messaging and branding across all platforms.
- Collaborate with SREA leadership and members to craft and pursue communication goals and strategies.
- Provide media training and support to SREA staff and members as necessary.
- Manage crisis communication and develop strategies to handle sensitive issues proactively.
- Monitor and analyze communication metrics to measure the effectiveness of strategies and adjust plans as needed.
- Organize events with SREA staff and members.
- Support SREA's legislative, regulatory, and transmission advocacy efforts.
- Assist the Executive Director as needed, and perform other duties as assigned.

### **Qualifications**

- Bachelor's degree in communications, public relations, journalism, or a related field. Additional consideration given for a post-graduate degree.



- At least three years of experience in communications, public relations, or a related field. The ideal candidate has five or more years' experience, preferably in the renewable energy sector.
- Strong preference for candidates with established relationships with media outlets and key stakeholders in the Southeast.
- Excellent written and oral communication skills, with the ability to engage diverse audiences.
- Proven experience in managing social media platforms and digital marketing strategies.
- Graphic design and web management are desired.
- Nonprofit experience is a plus.
- The candidate should be self-motivated and committed to the continued growth of renewable energy in the South.
- Ability to work effectively under pressure and handle multiple tasks simultaneously.
- Strong leadership and team management skills.
- Knowledge of renewable energy, electric, oil and gas, and advanced power topics is preferred.

### **Compensation**

The salary budget for this position is **\$110,000-\$125,000** and will be based upon relevant experience. Work is remote but selected applicant must reside in or be willing to relocate to the Southeast (Alabama, Arkansas, Georgia, Louisiana, Mississippi, or Tennessee). Ideal candidate would reside near a state capital in one of the above states.

### **Contact**

Submit a cover letter and resume to:

Simon Mahan, Executive Director, [simon@southernwind.org](mailto:simon@southernwind.org)