



**Job Title – National Communications Manager**

**Reports To: Program Director**  
**Job Status: Full-time, Exempt**

**Location: 100% Remote**

**JOB DESCRIPTION**

EVHybridNoire/EVNoire is seeking a National Communications Manager to lead our work to shift the narrative around e-mobility to be more inclusive of diverse populations, and help promote our work. We are looking for candidates with experience leading winning communications and/or marketing campaigns targeting diverse constituencies.

Qualified candidates will be deeply committed to equity and justice, and have at least some understanding of how those issues intersect with transportation. This position is a great opportunity for an entrepreneurial individual to join a small but quickly growing team, take on a lot of responsibility from Day 1, and make a difference in advancing equitable access to electric vehicles across the country.

**ABOUT EVNOIRE**

EVNoire (EVN) is an award-winning consulting group, whose work centers on e-mobility best practices and e-mobility diversity, equity, and inclusion. EVNoire works to advance equitable, multimodal e-mobility solutions within electric, connected, shared, and autonomous vehicle technologies. We utilize our expertise, a human-centric approach, and data-driven frameworks to integrate and amplify e-mobility best practices and e-mobility diversity, equity, and inclusion in the transportation sector. EVNoire works with partners ranging from auto manufacturers, transit authorities, utilities, and government agencies, to charging network companies, non-profits, community-based organizations, and rideshare and delivery network companies. *EVNoire's mission is to accelerate an equitable, cleaner, and greener e-mobility future for all. EVNoire's vision is that e-mobility best practices and e-mobility diversity, equity & inclusion be centered in the transition to zero emission vehicles.*

The co-founders of EVNoire are also the co-founders of EVHybridNoire, a national 501c3, that is the nation's largest network of diverse EV drivers and enthusiasts. EVHybridNoire's mission is to increase awareness of multimodal zero emissions transportation while accelerating their adoption.

**ROLES & RESPONSIBILITIES**

- Leading the development of an overarching organizational communications strategy, as well as messaging and communications plans for individual campaigns, and annual and quarterly goals and metrics for our communications work
- Creating processes and systems to streamline our communications requests
- Leading and communicating internally about strategic communications priorities
- Drafting op-eds, blog posts, press releases and other externally-facing written work

- Regularly reviewing and editing externally-facing written communications, digital communications and presentations to ensure high quality and consistency of message and brand
- Acting as a spokesperson for our organization with the media and key stakeholders
- Training, coaching, and supporting team members regarding their presentation skills, and helping team members prepare for media interviews and other speaking engagements
- Pitching story ideas and written pieces to both traditional and 'new' media outlets
- Planning and managing online and offline press events
- Managing a team of 2-3 support staff/interns
- Building and nurturing working relationships with traditional media outlets as well as bloggers, influencers and other communication leaders in our space
- Provide support to community-based organizations and other partner groups on their involvement in aligned communications campaigns
- Collaborating with team members to manage our organization's email and social media accounts (Facebook, LinkedIn, Instagram and Twitter to start), creating and disseminating a monthly newsletter, and ensuring regular website content updates
- Staying abreast of the latest best practices in communication strategies and technologies, and implementing those best practices into our work
- Drafting updates on our communications work for internal and external audiences

#### **KEY RELATIONSHIPS**

- EVNoire / EVHybridNoire Regional Managers & Program Director
- External facing partners - Workplace Program Project Partners, Employers, Community Members/Employees, Utilities, Charging Network Providers, Community leaders/Elected officials
- EVNoire / EVHybridNoire staff & research team

#### **DESIRED QUALIFICATIONS - *Skills and Abilities***

We're seeking candidates who can connect well with diverse audiences, are strong strategic thinkers, have strong project management skills, and thrive in a start-up environment. You should have:

- At least 5-7 years of experience in a role that included significant communications and marketing work
- Excellent written and oral communication skills, and superb attention to detail
- A knack for editing others' writing
- Familiarity with transportation electrification broadly
- Passion for seeking equity and justice, and appreciation for how e-mobility intersects with issues of equity, diversity and justice
- Existing media contacts and relationship to help leverage our visibility and brand
- Experience applying an equity lens to public communications work
- Experience working with traditional and new media outlets
- Comfort with and experience in learning new issue areas quickly
- An understanding of best practices for online outreach via social media and email
- Experience developing metrics for communications work, and adjusting outreach efforts accordingly
- An entrepreneurial and self-driven approach to problem solving

- A proven ability to manage and complete multiple tasks with minimal supervision, ideally in a remote working environment
- Passion for seeking equity and justice, and appreciation for how e-mobility intersects with issues of equity, diversity and justice
- Ability and willingness to travel - travel is required to attend client meetings, conferences, facilitate trainings/presentations and/or execute events
- Stable, High-speed Internet access

### **DESIRABLE SKILLS & EXPERIENCE**

- Staff management experience
- Fluency in Spanish is a plus
- Experience with Sprout Social and/or Hubspot
- Experience with paid advertising campaigns
- Experience with Canva and Mailchimp
- Experience creating compelling online content for social media
- Experience, including lived experience, applying an equity lens to transportation advocacy and campaigns

### **BENEFITS**

We provide our team members a competitive salary commensurate with experience and industry norms. EVNoire is committed to creating a workplace that supports our staff to do their best work and develop professionally. EVNoire offers the following to help us achieve that goal:

- Medical, dental, and vision premiums along with other employer-sponsored and employee-optional health benefits;
- 401k retirement benefits;
- Generous paid vacation, sick time, and holidays;
- Coaching and management support; and
- A co-developed initial work plan to help you hit the ground running and have clarity on your role and responsibilities.

EVNoire is an equal opportunity employer with a justice-centered mission, and we make a particular effort to recruit people of color to apply for open positions.

### **Location**

US; Remote. This role can be based anywhere in the continental U.S. Occasional travel to join team members at internally and externally-facing meetings and events will be expected.

For more information and to apply: please contact [careers@evnoire.com](mailto:careers@evnoire.com)