



**Carbon
Removal
Alliance**

Communications Manager

Remote, with preference for candidates based in New York City or Washington, DC area

WHO WE ARE

Our climate goals can only be met by rapidly reducing emissions *and* removing the carbon that already exists in our atmosphere. Carbon Removal Alliance (CRA) represents the innovators building these critical technologies to permanently remove carbon from the atmosphere. CRA launched in early 2023, representing 20+ companies across a range of technologies and geographies. Our members are responsible for nearly all of the permanent carbon removal delivered to date. Together, we work to advance policies that support a diverse set of permanent carbon removal technologies. Our goal is to catalyze innovation, create high-quality jobs, drive economic development, and ensure that we achieve our climate goals.

The Carbon Removal Alliance is a remote-first organization, with four full-time employees based in Brooklyn, NY where we maintain an office.

THE OPPORTUNITY

Overview

Carbon Removal Alliance is seeking a Communications Manager who can bring our brand to life across audiences and mediums, establishing our positioning among our membership, the media, policymakers, and the carbon removal ecosystem. This will be the first full-time communications hire for the Carbon Removal Alliance, joining a team of dedicated consultants and firms that currently support the organization. The communications program at CRA should serve as a bridge between innovators and policymakers, translating complex topics and uplifting carbon removal approaches that align with our principles. This candidate will have an opportunity to tell stories about real-world deployments of carbon removal across the US and help build political will for carbon removal policy.

This candidate should be comfortable writing and editing content that include op-eds, reports, and blogs. As a writer, this candidate is clear and succinct with an eye for structure and voice. As an editor, this candidate isn't afraid to rework a piece or zero in on grammar. This candidate will also need to be fluent in articulating brand identity across formats and channels, and may also have experience in working with journalists. This role will report to the Chief of Staff.



Major Roles + Responsibilities

- Write and edit blog posts, social posts, fact sheets, and policy reports in CRA's brand voice.
- Define and maintain a consistent brand voice and messaging across all mediums.
- Establish owned communications channels including LinkedIn, Twitter, reports, and blog.
- Develop communications campaigns on a national and regional basis, including strategy, messaging, tactics, KPIs, and workback timelines.
- Manage our media relations program, working with our agency partner and deepening our relationships with journalists to shape and land stories that highlight carbon removal innovation and policy.
- Provide coaching and training and prepare CRA staff for interviews and other public appearances.
- Serve as a bridge between our membership and our team, including:
 - Building relationships with our member's communications teams,
 - Becoming fluent in both CDR technologies and policies,
 - Creating opportunities to spotlight member work through communications.

Compensation, Benefits & Our Philosophy

The Carbon Removal Alliance continually seeks to enrich its staff and team culture. In particular, we're dedicated to broadening opportunities for individuals from demographic groups that are historically underrepresented in the sciences and in environmental advocacy. We're also committed to building an inclusive workplace culture where talented people of widely different backgrounds can thrive. We've adopted this commitment because we believe the inclusion of culturally diverse perspectives will improve our work and produce better societal and environmental outcomes for all, including historically disenfranchised communities.

- The salary range for this position is \$105,000 to \$120,000.
- Carbon Removal Alliance benefits include:
 - Flexible remote work culture, including 36-hour workweeks (we close at 1 pm every Friday) and dedicated no-meeting time each week
 - Four weeks of PTO, two weeks of sick leave, three floating holidays/personal days, and organization-wide closures for one week during August and one week at the end of the year (Dec 24-Jan 2)
 - Full coverage of medical and dental insurance premiums for you (base level plan)



- Employer contributions to employee retirement plans (401k)
- A quarterly health and wellness stipend
- Generous tech and home office stipends

WHO YOU ARE

Our ideal Communications Manager possesses the following qualities:

- You're fluent in brand strategy across an organization's positioning, messaging, and visual identity. You know the difference between voice and tone, can take a critical lens to visual materials, and understand the importance of brand for new organizations.
- You're a translator, who can take complex topics and transform them into accessible and compelling written materials or succinct verbal explanations.
- You appreciate the big picture, but you sweat the details. You manage projects fluidly, prioritize, and track timelines, data, and information in an organized and systematic fashion. You don't drop balls, miss deadlines, or forget to respond to someone's inquiry.
- You excel on a small, nimble team. You're eager to do things differently and experiment. You also know how to roll with the punches, have a quick bounce-back time after a setback, and get energy from building the plane as you fly it.
- You're high impact, low-ego, and kind to yourself and others.
- You desire to help a startup nonprofit define its role and maximize its impact with creativity and grit.

This role requires:

- 4+ years of prior experience in a communications role, developing and implementing campaigns and creating content.
- Writing and editing skills, with brand/technical writing examples and knowledge of grammar, style, tone, and voice.
- Comfort project managing multiple work streams simultaneously with detail, accuracy, and follow-through.
- An ability to communicate verbally in a clear, persuasive, and accessible manner.

It's a bonus if you have:



- Prior communications experience in science, climate, environment, policy, or emerging technologies.
- Media relations experience, including evidence of building mutually-beneficial relationships with journalists and a track record of shaping narratives through media.

TO APPLY

To apply for the Communications Manager role, please submit [this form](#) by January 19, 2024. You'll be asked to provide:

- Your resume. Please include your full name in the title of the file.
- 2 writing samples that demonstrate strong structure, voice, and tone. Each should be no more than 3 pages (abridged pieces are welcome). Please include your full name in the title of the file.
- Reflections and answers to the following questions:
 - Why are you interested in working in climate and carbon removal?
 - What parts of this role seem particularly suited to your experiences and strengths? Why?

Applications are being accepted and reviewed on a rolling basis until January 19, 2024. There will be three rounds of interviews with the first round beginning in late January 2024, and we anticipate extending an offer by the end of March 2024.

Carbon Removal Alliance is an equal opportunity employer and does not discriminate on the basis of race, color, gender, religion, age, sexual orientation, national or ethnic origin, disability, marital status, veteran status, or any other occupationally irrelevant criteria.