



ENERGY FOUNDATION

building a new energy future



## Campaign Director, Northeast

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## About The Organization

The Energy Foundation’s nonprofit mission is to serve the public interest by building a strong clean energy economy. Pragmatic and nonpartisan, the foundation supports education and analysis to promote policy solutions that build markets for clean energy technology. Advancing renewable energy and energy efficiency can open doors to greater innovation and productivity—growing the economy with dramatically less pollution.

A partnership of leading foundations launched the Energy Foundation in 1991 and Energy Foundation China in 1999. In the U.S., we advance energy efficiency and renewable energy in the power, transportation, and buildings sectors. The Policy and Public Engagement programs focus on strategy development and campaign design, while the Strategic Communications Program develops capacities and strategies in the regions and nationally. The States & Regions Team is a cross-disciplinary team of policy, communications, and campaign experts dedicated to advancing strong state and regional climate and clean energy policies.

For more than 25 years we have supported grantees to help educate policymakers and the general public about the health and economic benefits of a clean energy economy. Grantees include business, health, labor, environmental, faith, equity, and consumer groups, as well as policy experts, military organizations, think tanks, and universities.

The foundation’s headquarters are in San Francisco, CA, with satellite locations in Raleigh, NC; Chicago, IL; and Las Vegas, NV. [Energy Foundation China](http://www.ef.org/) offices are located in Beijing, China. To learn more about the Energy Foundation, visit <http://www.ef.org/>.





## The Opportunity

Over the past two decades, the Energy Foundation (EF) team has supported and coordinated sophisticated and effective networks of grantees and allies who share the vision of a prosperous and healthy future powered by clean, reliable, and secure sources of energy. Through these deep-rooted and results-driven partnerships, EF is making progress in the largest and fastest-growing energy markets in the world. The Campaign Director, Northeast is a newly created role to deepen and expand the foundation's work with partners in New England and the Mid-Atlantic in coordination with other regionally and headquarters-based EF colleagues as part of the States & Regions Team.

Reporting to the Senior Director, State and Regional Campaigns, the Northeast Campaign Director will build public support for clean energy and climate policies in the Northeast, a region with high potential to develop meaningful policy change. As such, the Campaign Director will play an influential role engaging grantees and stakeholder groups across government, business, civic, and nonprofit sectors to advocate for policy advancement. Success for this position and for the region is to build momentum for a bold transformation toward an energy system that is clean, profitable, reliable, low-cost, and safe.





## Key Responsibilities

### *Strategy and Regional Leadership*

Working from the region and in close partnership with an in-region policy consultant as well as policy experts in the foundation's San Francisco office, the Campaign Director, Northeast will develop and fund multi-year, innovative public engagement strategies that create winning coalitions and achieve ambitious, sector-aligned policy goals in the power, buildings, transportation, and climate sectors. The foundation's core model is to develop and synthesize strategies, identify grantees, and make resource allocation decisions.

The Campaign Director will manage constituency engagement and communications in the region, with a strong focus on Maryland, New Jersey, and Pennsylvania. This position will actively maintain and forge new relationships with grantees, opinion leaders, and funding partners, as well as produce quality written materials for foundation board members, funders, and other stakeholders.

### *Grantmaking and Fund Development*

EF is currently investing more than \$7 million annually across the Northeast, but as the Campaign Director begins implementing the new strategy for increasing EF's presence and activities in the region, this figure may grow. The Campaign Director, Northeast will collaborate with new and existing funding partners to build a coordinated approach to the work, including defining metrics to measure progress and attract more resources to the field. This role will have a special emphasis on supporting campaigns that advocate and educate the public and policymakers on the benefits of advancing clean energy and climate policy using 501(c)(3)-appropriate strategies and tactics.

Identifying new grantees, tracking and monitoring existing grantees, and seeking out innovative opportunities are all essential responsibilities for the Campaign Director. Additionally, in conjunction with EF's Strategic Partnerships team in San Francisco, this position will reach out to prospective donors as well as expand and forge new donor relationships. The Campaign Director, Northeast will also develop and manage materials to support engagement, including customized presentations and grant proposals, and jointly undertake meetings with prospective partners with senior EF staff.



# Ideal Candidate

EF seeks a passionate advocate and representative for its work in the Northeast region, who is excited about joining a dynamic and expert team with a record of success promoting clean energy solutions. While this is a start-up opportunity in many respects, the new Campaign Director, Northeast will benefit from the full weight of EF's credibility, reputation, and existing strategies and expertise.

The ideal candidate will be a true strategist and coalition-builder—someone who is able to synthesize information from multiple sources into a coherent, bigger-picture view. The Campaign Director, Northeast will have a strong track record of translating vision into action, prioritizing investments and resources, managing budgets, and measuring progress. Candidates must have experience with policy advocacy and be knowledgeable about how legislative processes work, preferably at the state level.

The foundation's core operating philosophy is such that the Campaign Director, Northeast is one or more steps removed from direct campaign management; interested candidates are drawn toward the opportunity to coordinate these types of activities from an elevated perch. As such, the ideal candidate is someone who can establish credibility in the field and build a rapport with disparate stakeholders, while developing and facilitating strategy across a broad network of partners.

Successful candidates will have experience assessing public engagement opportunities and identifying the necessary elements for success. This includes a combination of policy expertise, decision-maker education, ally engagement, communications, and grassroots capacities. This position does not require deep expertise in climate and energy issues, but the Campaign Director, Northeast must have some energy policy knowledge, a meaningful connection to the sector, and a commitment to EF's mission and values.

Critical to the success of the Campaign Director, Northeast are effective relationship-building skills, including a demonstrated background working with opinion leaders, funding partners, nonprofit organizations, and others to build partnerships that drive stronger outcomes and attract increased resources. The successful candidate will be a natural collaborator and convener who is comfortable working behind the scenes and across geographies.

The ideal candidate thrives in an autonomous, start-up environment, and is comfortable with ambiguity and uncertainty, yet also has the savvy and capability to collaborate closely and on a regular basis with EF colleagues in San Francisco and in the other regions. The ability to adapt, listen to others, and learn from their best ideas with a sense of inquisitiveness and intellectual curiosity is essential. Successful candidates are personable, trustworthy, diplomatic, and have impeccable integrity and ethics. Key to the success of this role are humility and a firm belief in supporting others to succeed.

Preferred qualities include relationships with Northeast grantee networks and existing experts engaged in clean energy advocacy, as well as experience that reflects understanding of the role of philanthropy and the way foundation dollars impact policies and markets.





## Minimum Qualifications

A bachelor's degree and a minimum of 10 years of experience managing successful issue campaigns. Knowledge of the Northeast region as well as familiarity with clean energy and climate policy issues, especially at the state level, is highly desirable. Outstanding public speaking and writing skills are necessary, including the ability to present complex information in meaningful and compelling ways.

The location for this position is flexible, although it must be in a city in the Northeast with easy travel access to other key regional centers. This position requires frequent travel, including approximately once per month within the region and several times per year outside the region.

## To Be Considered

The Energy Foundation is an equal opportunity employer and all qualified candidates are encouraged to apply as soon as possible. To be considered, please go to <http://candidateportal.waldronhr.com> and submit your resume and a cover letter expressing your passion for the mission and fit for the role.

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Waldron is honored to work with the Energy Foundation in the search for a Campaign Director, Northeast. The Energy Foundation does amazing work, and we are doing our best to recruit a talented team member who will accelerate this mission. As the consulting partner strategic leaders choose to help attract, engage, and inspire effective leaders, Waldron provides a unique combination of executive search, leadership development, and career transition services across sectors and industries. Our passion is helping people and organizations realize their full potential and increase their impact.