



STRATEGIC COMMUNICATIONS DIRECTOR

Join the Maryland Energy Administration (MEA) as we transform energy for the State of Maryland. The mission of the MEA is to promote clean, affordable, reliable energy and energy-related greenhouse gas emission reductions to benefit Marylanders in a just and equitable manner.

We are seeking a **Strategic Communications Director** to develop and execute compelling messaging and engaging outreach efforts for diverse audiences inclusive of key energy stakeholders and the general public.

Position Responsibilities include but are not limited to:

- Leading MEA's external communications strategy efforts:
 - Developing comprehensive communications strategies and tactical plan, aligned with organizational goals
 - Developing strategic messaging for Agency and Agency Director, including talking points, speeches, op-eds, and blog content
 - Overseeing content creation for digital channels such as social media, website, digital marketing and webinars
 - Collaborating with the Governor's Office and other State Government Offices on high profile communication opportunities
 - Composing press releases and branded collateral materials
 - Proactively identifying opportunities for thought leadership and strategic engagement
- Directing internal communications operations:
 - Providing communication recommendations for addressing critical matters to Agency Executive Leadership
 - Developing internal processes and procedures for outreach, messaging, and branding
 - Leading, coaching and developing staff to be excellent communicators
 - Developing and evaluating communications metrics
 - Assist with the fulfillment of Public Information Act requests
 - Supervise a small team of communications personnel, including interns
- Other Tasks assigned to support state and agency priorities

Minimum Qualifications:

- **Education:** MBA or equivalent Advanced degree concentrating in Marketing, Communications, or related field
- **Experience:** Five (5) years of leadership experience in strategic communications
- Demonstrate superior analytical, writing, and presentation capabilities
- Proficiency in people and process management, collaboration, and time management

Preferred Qualifications:

- Strategic Communications leadership experience related to Federal, State or Local Government energy policies and programs
- Experience tracking and analyzing communications efforts
- Display knowledge of communication strategies for energy-related matters

Position Location:

A hybrid remote telework and in-office schedule is available per the policies of the Maryland Energy Administration and State of Maryland, which may change from time to time. Currently, this position requires the candidate to be present in the office several days per week. In addition, the individual must be available in person other times as needed to perform certain job functions.

This position follows a hybrid work schedule, with mandatory in-office attendance at the Maryland Energy Administration (MEA) office in Baltimore, MD, every Tuesday and Wednesday.

To Apply:

Send a cover letter, resume, writing sample, and salary requirements by email with "STRATEGIC COMMUNICATIONS DIRECTOR" in the subject line to Jobs.MEA@maryland.gov. Candidates will receive notification of receipt; however, only the top candidates will be invited to interview for the position.

U.S work authorization is required. MEA does not provide sponsorship opportunities.

Salary:**Grade 23**

This is a State PIN employee position. PIN employees are eligible for state employment benefits including health benefits and leave. Additional information about these benefits is available upon request. Salary commensurate with experience and state salary guidelines and is in the range of \$138,943-\$144,559 annually.